

SATURDAY NIGHT

THE CANADIAN ILLUSTRATED WEEKLY

ESTABLISHED A.D. 1887

Vol. 46, No. 36 Whole No. 2001

TORONTO, CANADA, JULY 18, 1931

3 Sections—24 Pages

10 Cents

WEST PAYS DEARLY FOR POOL TACTICS

—Page 17

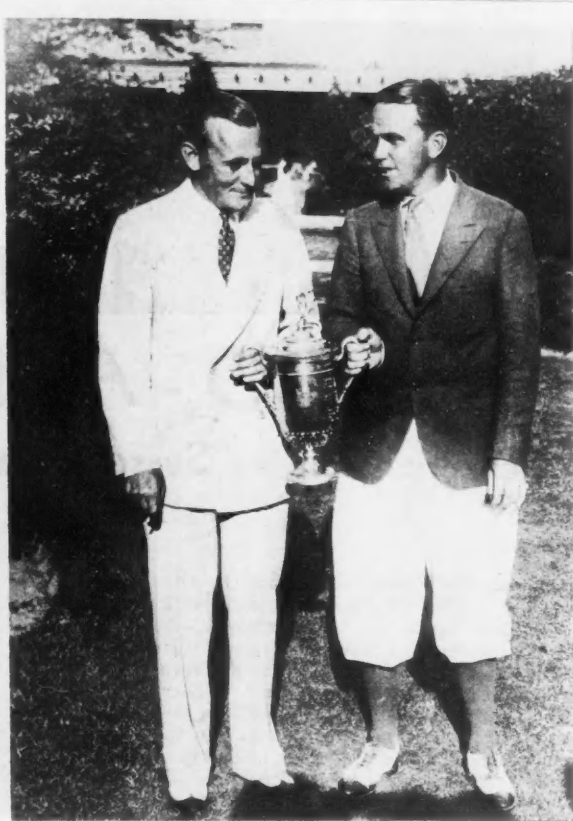
Does Canada Want the Davis Cup? —Page 3

Page 17—Ontario's Newest North



SIR RONALD, BALL FAN — JAPAN ON DISARMAMENT — U. S. OPEN

Left: Sir Ronald Lindsay, British Ambassador to the U.S., attends the Washington-Philadelphia baseball game in Washington, with Roger Makins (left), Attache at the British Embassy. Centre: Premier Wakatsuki and other members of his cabinet gather for an informal conference for the discussion of the Japanese report to the League of Nations on Disarmament. Left to right: Admiral Kiyotani Abo, Minister of the Navy, General Jiro Minami, Minister of War, Premier Wakatsuki, Admiral K. Taniguchi, Chief of Staff, and Baron Shidehara, Minister of Foreign Affairs. Right: George Von Elm of Los Angeles, Cal., and Billy Burke of Greenwich, Conn., holding the U.S. Open Golf Cup for which they played 36 holes at Toledo, Ohio, to decide the championship. Burke was the winner.



THE report of Commissioner Peter White, K.C., of Toronto, appointed by the Minister of Labor to ascertain whether a combine existed in the motion picture business in Canada, is the most important document relating to the Canadian theatre yet issued. Its value lies in its detailed picture of the great structure which has obtained practical control over theatrical entertainment in nearly all Canadian centres. The disclosure is made that Famous Players is approximately 94 per cent. in control of an alien corporation, Paramount-Public of New York, which already holds sway in vast areas of the United States. This information is supplemented by the charge that the organization known as Motion Picture Distributors and Exhibitors of Canada, is in reality but an offshoot of a great U.S. body, headed by Will N. Hays, czar of the U.S. motion picture industry, though it also serves as a donkey engine for the Famous Players Canadian Corporation.

Famous Players Report

A great network of Canadian subsidiaries is thus, so far as policies are concerned, directed from the offices of Mr. Adolph Zukor (president of Paramount-Public), on Broadway, Times Square, New York. The Famous Players Canadian Corporation includes among its directorate several very estimable Canadian business men, who do not know and do not profess to know anything about motion pictures or the theatre generally. It happens to have a general manager in the person of Mr. Arthur Cohen, who is possibly the only educated person in America holding a high executive position in connection with motion pictures. But according to the White report, the decisions of Mr. Cohen and his directors are subject to New York control, whose only interest in Canada is the amount of money she can yield them.

The story of how this great structure in which Canada is to all intents and purposes voiceless, was created and obtained power of life or death over all forms of theatrical entertainment in most of the cities of Canada is fascinating and Mr. White describes the methods adopted as "ruthless". American control would not signify so much if it were not for the fact that most of the monarchs of Paramount-Public are in themselves alien in sentiment and spirit to the finer elements of civilization in their own land. Their aim in endeavoring to secure control of the theatres of Canada and elsewhere has hardly the remotest connection with the art of the theatre. Their interest lies exclusively in endeavoring to ascertain how far entertainment can be cheapened and vulgarized in order to yield a bigger turn-over.

It is of course claimed that they provide cheap entertainment for the masses. But that they love the masses so much as they intimate is at least doubtful. Like Yum Yum they love themselves with "passion tender still". They are more candid when they say "We are not philanthropists", though why anyone should boast of that is not clear.

IT WAS perhaps regrettable that the terms of the reference under which Mr. White functioned did not provide for an enquiry into the effect of the alleged combine on dramatic production and touring companies in general. The original application to the Department of Labor a few weeks before the death of the King administration, and which was granted by the Bennett administration subsequently, concerned the enquiry to the motion picture industry.

Limits Recent Probe

the enquiry to the motion picture industry.

But the report shows conclusively how such an organization arbitrarily conducted can be used to drive touring companies from this country. It is regrettable also that the terms of the reference did not permit of a survey of the conditions that have resulted from the affiliated theatrical monopolies in various States of the American union. Sufficient is disclosed to show that public interest has never entered the thoughts of these mushroom monopolists. They fight like quaggas among themselves, but it is never a fight for fair play or better entertainment.

The writer of this editorial has been rather indifferent as to how far the kind of men who control the motion picture industry in its many ramifications plotted to "restrain" each other. But even from the standpoint of the motion picture "fan" Mr. White's report shows that conditions are far from desirable. Excellent films produced not merely in Great Britain, but in the United States, France and Germany have been kept out of the important theatres of this country by this combine. The British phase of the question is of high importance. Until a short time ago, British films were in the main inferior to the United States product. To-day conditions have wholly changed. The British "talkie" has gone forward with leaps and bounds, from the standpoint of quality and popularity and is becoming an effective competitor with the Hollywood product in every European country. It was natural that the Paramount Public should desire to check its inroads in such a sympathetic field as Canada, and it will be the business of the Canadian people to see that such efforts are not tolerated in future.

CONTROL of the theatre is a far larger and more important question than the rights and wrongs of the motion picture business. The intellectual drama and all the many delightful forms of classical theatrical art, can find a home only in the theatres of any country. There is no question whatever but that in building up their control of the theatre in North America United States magnates plotted and desired the destruction of these classic and cultural forms. Mr. N. L. Nathanson, the creator of the Canadian structure, comes in for caustic censure because of the ruthlessness of his methods; but this at least can be said for Mr. Nathanson; while he remained in control he proved himself an enlightened showman. He believed that the entertainment offered by Famous Player theatres in the lesser Canadian cities should be diluted with periodical visits from the best travelling theatrical companies available. He had discernment enough to see that only by such a policy could the structure he had created survive. Only when he had been ousted by Paramount Public was the danger of a complete submergence of the drama in Canada realized.

Under Mr. White's finding the Famous Players Corporation can be prosecuted and fined in almost every province of Canada. But we do not see the advantage of such an extended series of indictments ending in fines that the accused could well afford to pay. The report as it stands is an excellent and convenient weapon which the various provincial governments can hold over the heads of the Famous Players

THE FRONT PAGE

Corporation, to enforce better conditions for lovers of the theatre. For instance, drama was entirely excluded from Nova Scotia and New Brunswick last season, despite the fact that Halifax and St. John for decades have been noted for their support of good plays. Those communities are now in a position to urge that such conditions can no longer be tolerated; and the same is true of every other province of Canada. Every Attorney-General in Canada is in a position to help restore a better state of things.

The initial error which led to the present situation was the false assumption by those who created the monopoly that the theatre is a private business, with which those who control it are entitled to do as they please. While authority has been lax, the theatre can no more be regarded as exclusively a private business than can the press. The right of public control of the theatre was proclaimed as early as the reign of Queen Elizabeth in a famous and much misunderstood statute which classified unlicensed theatrical companies as "rogues and vagabonds". The negation of the claim that the theatre is a private-business with which governments have no right to interfere, is to be found in the existence of boards of censors everywhere. The theatre exercises an influence too profound to be left to the unregulated control of private persons,—especially persons who admit that their interests are wholly commercial and to whom the art and future of the theatre mean nothing.

IT MUST be a novel experience for Hon. William R. Motherwell, M.P. of Melville, Saskatchewan, to find himself contributing a "high spot" to a parliamentary debate. He long held the reputation of being the most wearisome prattler in the House of Commons. In fact it was generally supposed that Mr. Motherwell furnished the chief reason why many Liberals consented to limit speeches to forty minutes duration when the rules were revised two or three years ago.

Motherwell Should Try It Too

Mr. Motherwell, who is trying to be "peppy" in his old age, caused a sensation by alluding to the Canadian High Commissioner in London as a "wine-bibbing joker". If he really believes that this is a true statement we would respectfully suggest that he find out Mr. Ferguson's favorite brand of wine and buy a barrel of it. Any tonic that enables a man to do the colossal amount of work that it has been Mr. Ferguson's habit for many years to perform, and to carry off matters so airily as well, should be on everybody's dinner table. In time Mr. Motherwell's discourse might become luminous and urbane.

When a man becomes so abusive as was the Saskatchewan solon on this occasion it is usual to attribute his aberrations to something stronger than wine, but Mr. Motherwell is a total abstainer. On that hot day a pleasant and mildly stimulating drink might have put him in better humor. Anyway Mr. Ferguson was not singled out for solitary chastisement. The appointment of Hon. W. D. Herridge to Washington and the rumored selection of Mr. Sanford Evans, of Winnipeg, as head of the new tariff board, were also denounced as "outrageous".

Nobody else has found anything to say against the character of Mr. Herridge, who will be judged by his

accomplishments at Washington. Aspersions on Mr. Evans, who has been for 25 years much more in the public eye, are in Mr. Motherwell's own language, outrageous. As an honorable gentleman of high ideals, a trained investigator of rare intellectual attainments and a statistician of international fame, he should make an ideal selection. Within his own party the complaint against him has been not that he "delivers the goods", as Mr. Motherwell put it, but that he is not a partizan.

IF REV. F. C. WARD-WAITE were just an ordinary barber-shop theologian his utterances would not be worth commenting upon. But he happens to be Canon and Priest-Vicar of St. Alban's Cathedral; offices more important than the man himself. It must cause thousands of fair-minded Anglicans both pain and annoyance to find a clergyman in his distinguished office publicly slandering men as good as himself.

Speaking at an Orange picnic in Hamilton on July 11th he is reported to have said it was a great pity that children after leaving secondary schools should go to such places as the University of Toronto, there to be taught "atheism" by professors. Now, anybody at all familiar with the University of Toronto knows that this charge is false; and if Canon Ward-Waite had been fair enough to make the most casual investigation he too would know it to be so. A very considerable percentage of the Senate and various faculties of the University are themselves clergymen, while among the lay professors the proportion of churchgoers is probably higher than in any other calling. Honest doubters may exist there as they do everywhere, but cases of their "teaching atheism" to students are unknown. Severe discipline would be imposed on any lecturer who attempted it, and it is a constant practice among professors to curb young agnostics who try to air such views in their presence. In any event we think that a good many sincere Christians will agree that an honest free-thinker is a more desirable citizen than a man who uses the pulpit to traduce others.

THE discussions and differences over the Trans-Canada Highway seem to have brought about the suggestion that a Northern Ontario Council be formed to secure unity of effort in other of the problems peculiar to the territory. Under the leadership of Sault Ste. Marie, Fort William and Port Arthur, a convention will be held at the Sault on August 24th to discuss the advisability of such a step. Mr. J. W. Curran, the noted editor of the Sault "Star", has been asked to serve as convenor and is inviting delegations from all municipalities north of the French River, east of the Manitoba boundary and west of the Quebec boundary. When it is remembered that this territory is 900 miles wide it will be realized how large a segment of Canada such an assemblage will represent. There are many other questions in addition to that of the Trans-Canada Highway on which it is desirable that the views of the northern communities should be co-ordinated: the newsprint situation, development of iron mining, tourist business, railroad transportation,—to name but a few. A Northern Ontario Council properly organized could render valuable assistance to governments in dealing with problems of urgent importance to the whole nation.

Northern Ontario Council

FOR A BRIGHTER WORLD

Left: Suggested alternatives to boiled shirt and tails at a Midsummer Dress Reform Revel held at the Suffolk Galleries, London, S.W., June 24th. Dr. A. C. Jordan is wearing loose gown and cloak. Right: Mr. George Bernard Shaw with Lord and Lady Astor and their daughter, the Hon. Phyllis Astor, at Plymouth.



"I-GO-A-FISHING"—THE REASON WHY

Reflections on the Seasonal Passion by One Who Has Discovered That the Best Time for Fishing is Yesterday

By WILLIAM SHERWOOD FOX, President of the University of Western Ontario

FOR this title I claim no originality. On the contrary, I wish to stress the fact that it is borrowed. Now borrowing, it seems to me, always implies a compliment, either to the thing borrowed or to the person who owns it, according to circumstances. For instance, you would never want to borrow your neighbor's flyrod unless it was good. In the present case, however, it is my intention to pay the double compliment: to acknowledge my affectionate regard for the most delightful book on fish, fishermen and fishing in the English language, "I-go-a-fishing", and at the same time to pay my tribute to its author, the late W. C. Prime, an eminent American journalist.

But even this original author cannot claim originality for his title, for he borrows from words borrowed in their turn from the New Testament by Izaak Walton, and printed on the title page of "The Compleat Angler." Furthermore, even the Gospel writer may, after a fashion, be charged with borrowing, for he but takes the words of St. Peter when he abruptly announced to his fellow-disciples, "I go a-fishing". So my title has at once an honorable and dishonorable lineage—honorable, in fact, almost divine—as to origin, dishonorable in respect of the unconscionable way in which it has passed from hand to hand, or, if you like, from pen to pen, to the concealment of its primal authorship.

Now the words "I go a-fishing" raise the perennial question, Why does anyone go a-fishing? It is my own humble belief and that based upon a long acquaintance with fishing and fishermen, that although a scholar devoid of a sense of humor (who could for that very reason not be a real fisherman) were to write a whole set of learned volumes on the many reasons that have been put forth for going fishing, all his reasons would simmer down to one reason which is itself without reason. In short, most people go a-fishing because they can't do otherwise. It is just like falling in love, for which there are ten thousand reasons and yet no single one that is valid except "I can't help it". The search for health in sun and fresh air, the desire "to recline on Nature's broad bosom," the quest of change and excitement, are, after all, only excuses and afterthoughts. A real fisherman doesn't reason or argue; he blissfully ignores his financial resources and for the time being family ties and business cease to exist. When the impulse comes, all he does is to go, even if he may be indistinctly aware, somewhere in the backwoods townships of his mind, that his fish may cost him fifty dollars a pound. One who falls short of this description is no fisherman. Fishing, then, is a game, a passion, but the man who called it an incurable lunacy went a little too far.

Any calculation there is in fishing comes after the game. Then only does one realize that there is no pastime "like fishing to which men go for relief in weariness, for rest after labor, for solace in sorrow"; that it is a "procurement of contentedness" and begets "habits of peace and patience" in those that profess and practise it. All the fine thoughts that have come to you about the benefits of indolence have come after you have got back to the office and have realized that being everlastingly busy is neither a good rule of health and happiness nor a sound business policy.

There are still other advantages that come to us when we return home after our annual outburst of the fishing passion. One is that we know our own selves somewhat more intimately than we did before our departure for the solitudes, and this, of course, can be for better or for worse. Another is that we enlarge our knowledge of our friends who have taken the "annual fit" with us; while this, too, may be for better or for worse, I am sure it is generally for the better. The fact is that there is no friendship-maker like fishing. Henry Van Dyke has remarked that whenever William Black, the once popular novelist, "wanted to get two people engaged to each other, all other devices failing, he sent them out to angle together." Plutarch tells a very funny story about Antony and Cleopatra fishing together in the Nile. Now it would be a historian of very little imagination (certainly one who is no fisherman) who could fail to see in this experience the explanation of many things both politic and impolitic that happened at that time in

Rome and Egypt. Thus, fishing may, under certain conditions, be invoked as an interpreter of history.

OF THE many fascinations of fishing that may be enumerated the greatest, I think, is that it depends to a very large extent upon chance. It is, in short, a great gambling game, if not the greatest. Naturally, its votaries do not readily admit this fact, especially the parsons among them, who, by the way, are a very large proportion of the fishing fraternity. To admit that, of course, would be to expose themselves to the risk of lifting the ban the pulpit has placed upon games of fortune. So, as I have observed, fishing parsons become deaf-mutes when this phase of angling is brought up, but they go on angling just the same, all which leads one to conclude that fishing is the one gambling game that parsons may righteously play.

Only one who knoweth not fishing would venture to deny that it is a game of fortune. Think how many uncertain factors are involved—the weather, for instance. Even in these latter days of expert "probs", one is never sure what a day will bring forth. The word of the "oldest inhabitant" who knows the times and the seasons of his region and who reads "dry moons" and "wet moons" as the rest of us read books, is of little value to the fisherman. A morning of rain and wind after calm and the omens of drought the evening before may keep boats ashore, compel the dismantling of carefully arranged tackle, spoil the timetable and sport of an entire expedition and upset the plans for a whole day's camp menu. Who does all that but Chance, the fickle dame?

Then is there any law of greater certainty in regard to the fish than in regard to the weather? The man who knows of any such law must have a special "pull" with Providence and therefore cannot be counted an ordinary human fisherman. Where will the fish be today? Answer that, if you please, but not by telling me where they were yesterday when our mutual friend John Fisher caught his limit, aye, and more, too, if the truth be told. For aught we know, the fish may all be at the other end of the lake today, for even the "poor fish" likes a change sometimes. Do not tell me either where your friends' friends told still other friends they found the fishing excellent. Tell me where the fish are right now. But that is a challenge you can never take up unless you are with me beside a pool well filled with fish, and then, of course, I don't need your information.

It is not to be wondered at that many people have a sort of "inferiority complex" in regard to fishing; they have a subconscious feeling that, where they are, fish are not, or, if by chance they do come across a fine school of fish, it happens on a day when the fish won't bite. Because of this habitual "eussed" contrariety and this baffling elusiveness of fish a fisherman counts as a red letter day in his whole life that day when all the fish in the lake seem to be just where he is and are pushing one another aside in order to take his bait.

Fishing in many waters for forty years has taught me many axioms of fishing. I give them to you freely and I hope you will treasure them as I do. You may have been told that the best time to go a-fishing is early in the morning. Refuse to believe it; the best time is yesterday, the next best tomorrow. Similarly, the best place for fishing is not where you happen to be, but in the next lake across a five mile portage. If you are angling in a river, the place you will find the fish is always ten miles upstream. And then what about bait? The best live-bait is invariably the kind that you left in the backshed at home when you came away. Undoubtedly, the best artificial bait is the one that you forgot to buy when you were in the sporting goods store yesterday. Moreover, it always happens that this is the very kind of spoon or fly your companion in the boat has brought along with him and of which he has only one specimen. You are, therefore, destined to see him, only six feet away from you, catch all the fish that are to be taken home in your boat. You have nothing else to do but to grin and bear it and to allow it gradually to dawn on your consciousness just why Izaak Walton claimed for his pastime the supreme quality of inculcating patience and of chastising the spirit of cocksureness.

Lest you dispute my statement as to the best place for fishing on the ground that it is cynical, I wish to cite scriptural authority. You will recall that in the Gospels it is written that the disciples spent one whole night on the Sea of Galilee fishing, apparently on one side of the boat only. When the Master learned this he said to them, "Cast on the other side of the boat", and straightway their net was filled almost to breaking with the multitude of fish. Why they had not tried the other side before is one of the mysteries that real fishermen cannot understand.

But out of this exasperating perversity the fisherman in time derives a sweet and comforting philosophy. Henry Van Dyke sums it all up in a few words. "In the school of life", he says, "many branches of knowledge are taught. But the only philosophy that amounts to anything, after all, is just the secret of making friends with our luck", for "a settled, unchangeable, clearly foreseeable order of things does not suit our constitution."

So, then, in spite of the uncertainties of fishing, like music it still hath charms that men cannot resist. Nor do other drawbacks quench the fisherman's spirit. Black flies, no-see-ems and mosquitoes may grievously annoy but they never completely intimidate. The habitant in one of Drummmond's poems expresses truly the angler's feeling on occasion:

"An' de skeeter w'en dey fin' us, come so
quickly nearly blin' us,
Biz-biz-biz-biz all aroun' us till we
feel lak sacredam."

But between ejaculations and swats you still angle on unshaken in your purpose to stay where you are until the last fish in the hole has had a chance to taste your bait.

WELL do I remember an instance like this in my own experience. During the first two weeks of July, 1908, I was one of a party of four taking a fishing trip by canoe on the Lake of the Woods. Never have I before or since seen such mosquitoes as we encountered there; as large as hornets and as numerous as midges they seemed to be. They descended on us at all hours of the day or night like a plague of locusts on a green field. To wrap ourselves in our blankets was no protection against them; to their long bills a woollen blanket was as silken gossamer. The result was that not one of us had a single night's restful sleep, and yet—explain it, if you can—we fished unremittingly every day and returned home afterward thoroughly rested and exceedingly happy.

Happy, you ask? Yes, happy, because the true fisherman remembers the annoyances only dimly as amusing irritations of the moment rather than real hindrance. It is the high lights, not the shadows of his fishing that he retains in his collection of mental pictures.

Who can forget the camp grub despite the fact that the modern process of canning, while adding greatly to the camper's convenience, has taken much of the romance out of the camp-provisioning of older days? Personally, I cannot think of good fishing except in terms of good coffee. Did Prunier of Paris ever list a more delicious fish-dish than your French half-breed guide serves thrice a day under the heading of the *carte du jour*, black bass and bacon? It is generously peppered with ash and charcoal, but, of course, these only add to the flavor, although you would soon "fire" the cook at home for following the same recipe. To your amazement you discover at the camp table that rancid butter, underdone potatoes, stale milk and sour cheese have charms for the palate of which heretofore in the sheltered seclusion of your own home you had not entertained the slightest suspicion. Besides, your wife would never believe you if you were to tell her how utterly unessential clean plates and cutlery are to a proper meal. Camp has taught you what the vision taught Peter—not to discriminate too nicely between the so-called clean and unclean.

Not the least of the pleasures of fishing in company with others is the pleasure of conversation. While fishing tends to make the solitary fisherman taciturn, it loosens the tongue of him who fishes as it were in harness. In some inscrutable way it so

stirs up the stagnant pools of memory that conversation fairly bristles with "that-reminds-me's". One story suggests another and so on *ad infinitum* or at least until bedtime and "then some". With rod in hand a fisherman will discuss more topics in a day than he will in a whole month of business. On the water everything interests him, even the abstruse questions of the scholars as well as the most flippant personalities of the back-township village—religion, travel, politics, philosophy, the economics of the Fiji Islands and the latest attempt in town to keep up with the Joneses.

Certainly the most relevant and apparently the most interesting tales are those that are told of fishing in other waters, of the strings of fish caught in this very spot last year, of the sad depletion of the game fish supply through illegal netting and angling in spawning time, and how good the fishing was in this region when "father was a boy". My own grandfather's tale of how in 1820 when a boy of ten on the Ottawa River he was pulled under and almost drowned by a forty-pound lunge will ring in my ears as long as I am able to bait a hook and cast a line. Once when fishing in the Humber for suckers an old man told me that near the spot where I was standing he had caught Atlantic salmon. Frankly, I disbelieved him and in my face showed my little faith, but now there are in my library books published in the fifties and sixties of the last century in which sporting English visitors to Canada relate their experiences of salmon fishing on the rivers flowing into Lake Ontario.

This last story is at this moment an irresistible "that-reminds-me"; it prompts me to speak of the need of effectively protecting the game fish we still have lest they go the way of the late lamented Lake Ontario salmon. Often I am compelled to wonder if the Quebec system of leasing streams is not a far better way in the end to preserve our fish for the general public than the free-for-all method of Ontario and the other English-speaking provinces. Those who hold leases of lakes and rivers in Quebec are zealous in protecting their holdings against depletion, whereas in Ontario it is only the occasional man who keeps within the legal limit when chance gives him the opportunity of exceeding it and who sees to it that other people observe the law as well as he. Tell me if you can where the easily accessible brook trout streams are. The streams that were are still here, but gone are the trout like the dodo and the wild pigeon, except where the streams are privately controlled and stocked. And now the lunge is going and the bass is going. Is it not time for us all to practise a policy of unselfishness and strict protection?

Perhaps I am incurably sentimental; nevertheless, the breaking-up of camp on the last day of a fishing trip always suggests to me our departure to our last long home at the end of life. There we shall be asked to recount the catches we have made during our years on earth. Then, we know well, there can be no boasting, no exaggeration, no understatement. No lies, even the white lies that even fishing parsons tell, will pass; nothing but the naked truth will be accepted, for the Master of Fishermen knoweth all their ways and their manifold doings. Then will the final and irrevocable award be made and we shall know our catch as it really is.

At that supreme moment, it seems to me, I shall look back longingly to the many waters in which I have angled, to the countless friends I have made around the camp fire, to the pleasing tales of fish and fishermen they have told, and with my last mental effort cherish the fond hope that "over there" He has not forgotten to provide free fishing for all those who have found it part of their very being "down here". Nobody has expressed this "last hope" so feelingly as has that brilliant Scotchman, Andrew Lang:

"Within the streams, Pausanias saith,
That down Cocytus' valley flow,
Girdling the grey domain of Death,
The spectral fishes come and go;
The ghosts of trout flit to and fro.
Persephone, fulfill my wish,
And grant that in the shades below
My ghost may land the ghosts of fish!"

CANADA AND THE DAVIS CUP

Lack of Public Support Hampers Canadian Chances in International Lawn Tennis—What Can Be Done About It

By R. L. CONDY

THE two United States lawn tennis players who reached the final round of the All-England championships at Wimbledon—Frank X. Shields and Sidney B. Wood, were, less than two months ago, extended by Dr. Jack Wright and Marcel Rainville of the Canadian Davis Cup team.

We have their own writers' and officials' printed statements to the effect that, on the evening after Rainville had defeated Wood, great worry and a very anxious state of mind existed in the U.S. Davis Cup camp.

And in spite of this Canada is not yet alive to the fact that her players are capable of giving a good account of themselves against any nation in the world and even this year would rank high.

Lawn tennis has never had a fair deal in Canada. I mean lawn tennis from an international viewpoint—Davis Cup contests and matches against the teams of other nations. Of the 30 to 35 nations that compete annually in this most popular of all sports contests (in point of number of nations competing), Canada belongs to the small minority of those who just come out of their shell for the annual fixture and then retire immediately from the international field. A team is entered by the Canadian Lawn Tennis Association, but there is very little sign of the Dominion of Canada being behind this team with its support. Very different is the case of other countries.

The best prospects among the U.S. players are carefully encouraged. Care is taken that they shall have lots of practice without losing valuable hours of study. As they leave college good positions await them and the time they have spent representing their country on the tennis courts is not allowed to handicap them in their future life. Very few men could afford the expense of attending tournaments throughout the year. All this is made possible for prospective Davis Cup players.

Similarly with other nations. There is a very strong national flavor in the participation of the Japanese in world's tennis, even more so with France. It is the same with Italy, Czechoslovakia, Sweden, Germany and even conservative England. All these nations not only get behind their Davis Cup teams with the fullest measure of moral support, but very apparently realize that from a national point of view the annual series is good business and the presence of a strong international lawn tennis team in the field, holding its own or defeating the representatives of other nations, travelling through the various countries, spreading good feeling and camaraderie, is good for the morale of the world in general and is good advertising for each respective nation.

CANADA has not yet fallen in line and I believe the chief reason is that she does not realize how good her best players are. The four leading Canadian tennis players to-day are capable of touring the European countries and of beating a large number of those national teams that take part annually in the European zone of the Davis Cup contest. And quite apart from the prestige which would accrue to Canadian tennis and sport in general, such a tour would make excellent advertising for the Dominion and would justify the governmental subsidy that should be granted to assist in making such trip possible. These players have developed during the last decade in spite of circumstances which have often been most unfavorable. There have been most disappointing Davis Cup results at times during these ten years—matches lost that should have been and were practically won. There come to mind times when the C.L.T.A. was obviously not receiving the loyal support which is its due—either from players or the tennis public. There were times when East and West fought over silly differences to the disadvantage of the progress of the game; times when members of the Canadian international team were not pulling together mentally and so failed to do their best in action; times when the keen players ready to sacrifice themselves in order that Canada should make a good showing in the Davis Cup contest, apparently met with no encouragement from the officials—very often because the coffers of the association did not, in the opinion of said officials, permit the support demanded. And for long

years neither association nor players received their just due in the way of notice or support in the sports columns of the Daily Press.

These times, however, are over and I say without the slightest hesitation that Canada is now ready to make a strong bid for recognition as one of the leading tennis nations in the Davis Cup contest. This is not the idle putting into writing of a sudden stray thought, but the result of years of the closest possible study of Canadian tennis. I believe that in the 1931 Davis Cup team Canada has the strongest aggregation of tennis stars she has yet fielded—Dr. Jack Wright and Marcel Rainville, of Montreal; Gilbert Nunn, of Toronto, and Walter Martin, of Regina and Toronto University. Even under the handicap, compared with other international teams, of lack of tournament practice they have done well. With intensive play and practice they could do wonders.

The methods of the C.L.T.A. in selecting the annual team, the way in which the trials have been run and hundreds of other details have all met various criticisms, although few have been at all constructive. There is no doubt that there is room for improvement. In fact there must be drastic changes if Canada is going to make a real and truly-national bid for honors in the international lawn tennis field. For this reason and with all due diffidence I submit the plan which has gradually formed in my mind during the last few years.

And first of all—a fact that every critic has apparently overlooked—the time to commence preparing for next year's Davis Cup contest is not next February or March, but NOW. In fact the correct date for the 1932 scheme of campaign was Monday, May 25th, the day after the final games in the 1931 tie with the U.S. And on that date in my own mind I actually set my plan into motion.

IN MY opinion the crowning drawback in the conduct of Canadian Davis Cup preparation has been lack of real encouragement given to the leading players.

Lest this seem an unwarranted attack on the officials of the C.L.T.A. I hasten to say that in many cases this has been due to lack of funds—and in other cases to supposed lack of funds. The present officials of the C.L.T.A. have piloted lawn tennis in Canada through its most hectic and difficult years. The incalculable service rendered by President Garnett H. Meldrum, Treasurer W. G. Davidson, Secretary J. de N. Kennedy and Vice-President John M. Miller has been and is universally acknowledged.

Nevertheless if Canada is to make any sort of showing in international lawn tennis, her leading players must be sent to the States to participate in major tournaments during the winter or to Europe for an extended tour. This is essential—a *sine qua non*.

IMMEDIATELY comes the first opposition to the plan. "Where can you find the money. The C.L.T.A. cannot finance such a project and it is impossible to raise the necessary funds."

Well, there are many—and the number is steadily increasing—who believe the money can be raised. My experiences in two trips across Canada cause me to think they are right. It certainly cannot be collected through the C.L.T.A. and its allied bodies by taxation of associations and clubs. There is no claim on them whatever. When Canada produces a team that will win a zone, then these associations and clubs will be quick to loosen their purse strings, if financial help is needed.

Meanwhile, as I have said, if the government be properly approached through the correct channel, there is no doubt in my mind but that moneys already voted for the purpose of giving publicity in other countries to the resources, etc., of Canada will be considered a fit and proper source of the nucleus of the funds required. The Argentine Davis Cup captain told me that the annual trips taken by their team turned out financial successes and abundantly satisfied the governing body of his country that real service

was done to the trade and commerce of their country by the friendly intercourse with so many other nations. Also he stated that the return visits of other international teams which resulted from their annual tour just poured money into the coffers of their association. Such matches played in Montreal, Vancouver or Toronto would bring very good gates.

And then there is another source which caused most of the optimists to whom I have referred to form their opinion that money could be found. In Montreal, Toronto, Ottawa, Winnipeg, and Vancouver there are sportsmen who long ago laid aside their racquets but are none the less keen on the game and anxious to see Canada rank high in the list of nations. Names have been whispered of men who would willingly write a substantial cheque for the cause provided they were satisfied that the money was to be put to good use. At a luncheon in Vancouver not long ago I heard one sportsman (worth a known 3-million and an indeterminate amount thereafter) say to an executive of the B.C.L.T.A.: "You have not come to me about our boys going east or to the States lately. My cheque book is always ready, you know, to assist in sending our tennis players to meet the other nations. Don't forget, please." The official afterwards assured me that this sportsman was only one of many such in the province. It is quite easy to think that if Canada had a finely prepared team ready to go out and challenge the world, such sportsmen as he would lend their aid even though there might not be a B.C. man on the team. The situation will be reversed other years with Western stars sometimes predominating—then the Eastern sportsmen would have their chance to reciprocate.

The one thing necessary before approaching these men for their assistance is the possession of material for a team capable of rendering a worthy account of itself against all-comers and that, I have already claimed, Canada has to-day.

DR. JACK WRIGHT and Marcel Rainville have abundantly proved their prowess and their mettle against the world's best. The other two boys on this year's team have not yet had a chance to show their real class.

Take Gilbert Nunn. As soon as he is mentioned as a prospect the critics mercilessly point to two great weaknesses. Instead of remembering these faults, make a list of the successes gained by Gilbert in spite of these handicaps and then figure what a dangerous player he would be with the faults corrected or subdued and still in possession of that marvellously accurate and terrific forearm drive. No singles player in the world could treat him lightly.

In Walter Martin I believe there is another vast source of potential strength—this time in doubles. He would be quite good at singles if he could succeed in conquering the tendency to quarrel with himself in the middle of a match; but it is as a doubles player that he should shine. With a strong server behind him, his net work can be spectacular and most effective. He has a good service and a fine return to service. He has never had time to develop his game. Give him one season of intensive play and I believe he would rise to great heights. Wright-Martin or Rainville-Martin both sound wonderful combinations. In case the Wright-Rainville team continues to function and improves as it has done steadily—which would make it undesirable to break that combination up—then I consider Martin-C. W. Leslie (Montreal) or Martin-J. S. Proctor (Toronto) two other fine teams worthy of consideration.

With this material (and other) on hand I maintain that the C.L.T.A. has its mandate to approach the wealthy sportsmen in its ranks and the particular branch of the Federal Government which deals with international publicity and ask for funds to give the leading players the necessary training and tournament experience to fit them for the 1932 Davis Cup contest. Railways and steamship companies would willingly give their assistance.

In effect this means sending a chosen three or four, picked as outlined below, over to Europe as soon as possible after the close of the tournament season in Canada. Their participation in Riviera and other major tournaments would bring world wide attention to Canada and the resulting experience would enable the Canadian team to make a splendid showing in the European zone if they could be entered therein. Railways and steamship companies would willingly give their assistance.

As I have said, the plan commenced on May 25th. On that date I have imagined the C.L.T.A. to have appointed a tentative 1932 Davis Cup Squad from which—AT THE END OF THIS SEASON, NOT NEXT SPRING—a Davis Cup team (also tentative) be selected.

At that date also was appointed a Davis Cup team captain whose duty shall be to study intelligently the progress of each of the members of this squad during the season and to record the results of their various tournament and match games.

Immediately after—or during if convenient—the Canadian championships trial games shall be played by members of the squad and the tentative team selected to be sent overseas. If two or three or four men have clearly outshone the rest—as at present appears entirely likely, then these test matches will not be required.

To avoid the chance of overlooking any budding talent, the secretaries of provincial associations should be approached and asked if in their opinion they have any player who should be included on the squad and given a chance to play in test games against those on the list.

Minor details are easily arranged. The captain would receive valuable assistance from the officers of the C.L.T.A. and the former selection committee who—in spite of some unkind criticism—have certainly made a thoroughly good job of their selecting in the past.

THIS then roughly is the outline of my plan for the selection of the 1932 Canadian Davis Cup team.

(1) Start now.
(2) Nominate a 1932 Davis Cup squad and tell its members that they are under surveillance for the season—that at its end the three or four best will go



BEACH REVUE

As you play about on the sands acquiring a beneficial and becoming sun-tan, your Monarch bathing suit will add more than its quota of smartness to the gay beach scene.

The brilliant colors of Monarch Fitz-U suits flatter you both before and after you change complexion; their smart modern cut and fine quality will appeal to you; their modest price will fit your thrifty 1931 purse—or make you feel as though you could afford two of these tempting Monarch Fitz-U bathing suits!

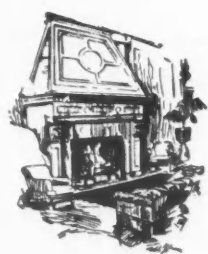
DO YOUR SWIMMING AND SUN BATHING THIS SUMMER IN A

MONARCH-KNIT
Fitz-U
Bathing Suit

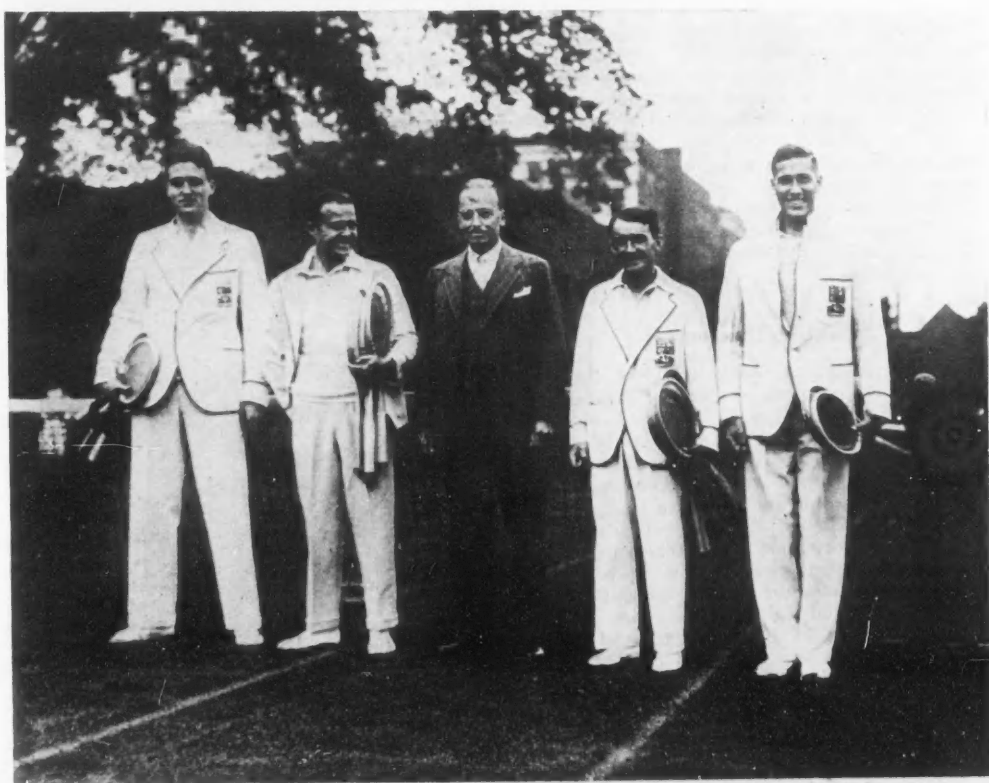
THE Windsor
ON DOMINION SQUARE
Montreal

The Home of Comfort

A WELCOME guest in a friendly private house. This is the spirit which the traveller finds upon his first visit to the Windsor Hotel. In addition he secures all the comforts of home with a service unexcelled. Quiet relaxation and enjoyment, in an atmosphere of perfect harmony, is the keynote of Windsor Service.



David B. Mulligan,
Vice-President.



CANADA'S 1931 DAVIS CUP TEAM

At extreme left, Walter Martin of Regina and Toronto University, Dr. Jack Wright, Montreal, Alan C. Dunlop, Montreal, non-playing captain; Marcel Rainville, Montreal (the first Canadian to take a match from a U.S. player in Davis Cup tennis) and Gilbert Nunn of Toronto. Mr. Condy considers that unless an unknown star arises on the firmament, this four will be the strongest possible to represent Canada in the 1932 series.

to Europe. WATCH THOSE BOYS PLAY TENNIS.

(3) Appoint NOW a 1932 Davis Cup captain.

(4) Instruct the captain to keep track of the doings of the squad and to be ready at the end of the season if necessary to conduct trials in conjunction with any provincial nominations that may be made, and under the auspices of the C.L.T.A. executive.

(5) As a result of these trials (or without them if three or four men stand out) select a tentative "1932 Canadian Davis Cup team".

(6) Send that team to Europe—France, Riviera, England, etc.—and place their entry for the 1932 Davis Cup contest in the European zone.

I have already over-reached the limit of space allotted me and so I can only just name without comment my selection for the tentative squad whose play is to be closely scrutinised.

(a) Dr. Jack Wright, Marcel Rainville, Gilbert Nunn, Walter Martin.

(b) Willard Crocker and Leroy Rennie. (In advisory capacity and as incomparable opponents in strenuous practice.)

(c) C. W. Leslie, Dr. Art Ham, John S. Proctor, N. A. Burrows (Montreal), B. Faubert (Montreal) and Leo Hiltz, Toronto.

The executive bodies of B.C., the Maritimes and Manitoba should also be consulted as to the presence in their ranks of any new talent.

NATIONAL AFFAIRS

By E. C. BUCHANAN

No Speculation in This

PROMISING as were the prospects of the Beauharnois project, especially when it still looked as if it would include the exploitation of the whole flow of the St. Lawrence River, the promoters of the project and those who were taken in on the ground floor—including a bevy of senatorial friends of the administration granting the concession—were not taking chances on prospects. Before a sod was turned in the power development undertaking, they had got back everything they had put in (in some cases very little) and great fortunes besides, and they still held, free of cost, a major interest in the prospects. It wasn't a case of taking the cash and letting the prospects go; they took both. They got the bird in hand and the two in the bush at the same time. There wasn't an element of speculation about it, not even an investment. It was just a case of picking cherries. And in one case at least, that of Senator Wilfrid Laurier McDougald, a fortune in cash and a major interest in the enterprise accrued without anything having been contributed in the way of money to the promotion of the concession.

The story of Beauharnois, as revealed to the House of Commons investigating committee, illustrates the successful way to operate a sure-thing proposition. R. O. Sweezy acquired an option on the rights of the Robert estate to a small diversion from the St. Lawrence in the Soulanges section of the river. He didn't hand over therefor any substantial sum of money, leaving it to those who should come into the scheme to share in that risk. Then he organized the Beauharnois Syndicate of 5,000 units. Substantial blocks of the units were taken by himself and some others at the rate of \$37.50 each, others paying more. Then a new syndicate was organized, the Beauharnois Power Syndicate, to replace the original syndicate. The new syndicate consisted of 30,000 units of interest, of which 10,000 were issued in payment for the 5,000 units of the old syndicate and the remainder offered to friends of the syndicate members at \$100 each. Thus, considerable blocks of units in the second syndicate had cost the holders \$18.75 a unit. This was the cost in the case of two blocks, 1,600 units each, held by Sweezy and Frank P. Jones, who later became president of Beauharnois. Other blocks cost them more. After the concession was secured the Beauharnois Power Corporation was formed to take over the assets of the syndicate and for each unit of interest in the syndicate the corporation paid \$150 in cash and 40 Class A corporation shares. Thus, before a spade was sunk at Beauharnois, a block of 800 units in the original syndicate such as Jones originally bought for \$30,000 had been converted into \$240,000 in cash and 64,000 Class A shares in Beauharnois Corporation, on which the market quotation has ranged from \$15 to \$5 a share.

The money for the cash payment for the second syndicate units came, of course, from the sale of the Beauharnois Corporation securities to the public. The public subscribed \$30,000,000 on these securities. Some \$4,500,000 went to the cash payments to the syndicate unit holders and another two or three millions in commission to Sweezy's banking firm of Newman and Sweezy and to Dominion Securities Corporation, who handled the securities. There was left about \$22,000,000 for construction work on the power undertaking.

Pretty Soft for the Senators

IN THE meantime, some interesting developments had taken place. Frank P. Jones, who had increased his syndicate holdings to the extent that he had put \$190,000 into the syndicate and given a note for \$100,000, had been made president of the Beauharnois company and was at the head of the effort at Ottawa to secure the concession. The concession secured, Jones and Sweezy disagreed as to the method of financing. Jones wanted to raise the whole \$55,000,000, estimated to be required, on one issue of securities, while Sweezy proposed to raise only part of it at once. Also, out of the money to be put up Jones thought the syndicate should get more and the underwriters less than Sweezy proposed. Sweezy was able to control the syndicate, with the result that Jones sold out his holdings to him. He received, according to his own evidence, \$1,100,000, which gave



W. SANFORD EVANS
Well-known Winnipeg publicist and internationally famous authority on Canadian trade, who it is rumored will be appointed chairman of the new Tariff Board. Mr. Evans was chairman of the Resolutions Committee of the Conservative National Convention in 1927.

him a profit of around \$800,000, and according to other evidence a much larger sum, and the discharge of his note. Thus Jones was the first to clean up a fortune on the concession.

The connection of members of the Senate with the concession-seeking enterprise forms a magnificent chapter in the story. Not all of it has been unfolded at the time of writing, but there are some highlights in what has been told. One of those whose assistance Jones testified he sought in his efforts to get action on the concession application was Senator Donat Raymond. An employee in Raymond's office had been allotted large blocks of units in the syndicate—one block of 1,600 units and others. Other large blocks were allotted to John P. Ebbs, of Ottawa, law partner of Senator Andrew Haydon. And Senator Wilfrid Laurier McDougald, then chairman of the Montreal Harbor Commission, came into possession of very substantial blocks.

The manner in which McDougald became possessed of one particular block of 1,000 syndicate units has about it something of the element of romance—a certain kind of romance. Back in the early twenties, R. A. C. Henry, an engineer in the Canadian National Railways organization, was seized of the possibilities of power development in the Soulanges section of the St. Lawrence. He secured the financial backing of McDougald in the examination of these possibilities. The setting up of an International Joint Board of Engineers on the deep waterway scheme interfered with his plans, but he took the precaution, in partnership with McDougald, of incorporating a company to file an application with the federal government for a power concession. His contribution to the company was his engineering knowledge of the power possibilities and McDougald's was a very few thousand dollars to defray the cost of engineering investigation and the incorporation of the company, which took the name of the Sterling Industrial Corporation. The company's concession application was rejected. Nevertheless, Sweezy's Beauharnois Power Syndicate conceived it to be worth while to offer McDougald and Henry 2,000 units of interest in the syndicate for their Sterling Company and its "assets". The deal was made. When the Beauharnois Power Corporation was formed McDougald and Henry participated in the



DESCENDANTS OF THE CONQUEROR AND HIS KNIGHTS FOREGATHER

Descendants of William the Conqueror from England, the United States and Canada, visited Palaise to celebrate the nine hundredth anniversary of the birth of William the Conqueror. The picture shows (left to right), the Mayor of Palaise (Normandy), General Gouraud (Military Governor of Paris), Mayoress and Mayor of Hastings, and Lord Eustace-Percy (Leader of British Descendants), at the opening of the Avenue De Hastings.

A MUTUAL COMPANY

1881

All Profits paid
to Policyholders



1931

A Canadian
Company

Low premiums with liberal annual dividends.
At age 30 a deposit of \$202 a year or only
2% establishes an immediate estate of \$10,000.

NORTH AMERICAN LIFE

attending monetary distribution like other syndicate members, receiving \$150 each for their syndicate units, \$300,000, and 40 shares of corporation stock for each unit, in all 80,000 shares. That is to say, McDougald participated, for the money and stock accruing to himself and his partner were turned over to him, and, although Henry had an agreement with him that they were to split "fifty-fifty", Henry hasn't yet received the money. A point on which the committee will seek further light is as to why the Beauharnois syndicate was moved to make such a handsome payment to McDougald and Henry for assets consisting of a rejected concession application.

Not a Disqualification

ANOTHER interesting angle of the matter is that the government at Ottawa, while having before it the Beauharnois application, made Henry deputy minister of railways and canals knowing that he was the holder of a large interest in the syndicate. But it was not by his own desire that Henry came to that position. He was then director of the Canadian National Railways' bureau of economic research. When the deputy ministership fell vacant in 1929 Hon. Charles Dunning offered it to him. He replied that he couldn't take it under any circumstances. Dunning kept insisting until he told him his reasons for declining, one of which was his holdings in Beauharnois; he didn't think it quite the proper thing that he should become deputy minister of a department of the government which would have something to do with

look rather ridiculous by refusing to serve on the committee.

All in all, the atmosphere about the Senate is rather murky.

Sir Henry Thornton's Salaries

MR. CHAPLIN'S committee on the Canadian National Railways has got something on its hands that it doesn't know what to do with in the shape of information regarding Sir Henry Thornton's salary and allowances. It has found that Sir Henry has been drawing something around \$125,000 or \$150,000 in salaries and expense allowances and it can't make up its collective mind what to do about it. Chairman Chaplin and Dr. Peter McGibbon are for telling everything to the House of Commons in the committee's report, but some of the others think that would be unwise, and for ten days there has been a deadlock. Another matter the committee unearthed in its secret delvings, and which contributes to its quandary, is some kind of an understanding Sir Henry had with the old board of C.N.R. directors regarding a superannuation allowance when he should retire of a tidy little sum of thirty thousand a year. Some Conservative members seem to think that the extent to which Sir Henry was able to induce the old directors and the former government to provide for his livelihood affects his position as president of the railway. Others are content with the thought that what has been learned tends to put the government in the position of having the whip hand where Sir Henry is concerned. Whatever may be the effect of it all, it is at least to be hoped that Dr. McGibbon, who worried so much about Sir Henry's salaries, and who is still striving to have the information passed on to the public, will be able to get some sleep when the matter is settled.

Quinine Celebration

THE tercentenary celebration, in London, of the first use of cinchona bark by Europeans, was recently held in London. John Evelyn records in his diary that he went to the old physic garden at Chelsea, where samples were cultivated even in the seventeenth century, to see a specimen of "the tree bearing Jesuits' bark, which has done such wonders in quartan agues." That was in 1685. It was, and still is, called "Jesuits' bark", because Spanish Jesuit missionaries first gleaned and spread from Peru the knowledge that has since been turned to world-wide service in healing. The distinguished company that assembled in the Wellcome Historical Medical Museum, where an exhibition has been arranged by Dr. Henry S. Wellcome, the founder, included diplomats and other representatives of many lands interested in the history and present cultivation of the plant that yields quinine. The Peruvian Minister represented the country where the cinchona bark was originally found. Dr. Wellcome visited the indigenous cinchona forests fifty years ago and recommended cultivation in place of the destructive methods of gathering then practised. Unfortunately for Peru, his counsel went unheeded, and now the principal source of cinchona bark is Java, where it was introduced by Dutch scientists, but it is also grown in British India and other countries.

The impression grows in Central Europe that this is a "peace to end peace."—Cincinnati Times-Star.

When interviewed on the general situation, the shorn lamb was of the opinion that the wind must have lost its temper.—Boston Herald.



HON. ARTHUR MARCOTTE, K.C.
One of the new Western Senators recently appointed
by Hon. R. B. Bennett.

the concession application in which he was so heavily interested. But Dunning, assuring him that he would see that he was not consulted about any question the department might be called upon to decide in connection with the application, still insisted on securing his services. He was appointed to the position by order in council and held it until he became vice-president and general manager of the Beauharnois company a year later, after the concession had been granted.

With such revelations as the foregoing to whet its appetite, the inquiry committee is proceeding to delve more deeply into the circumstances attending the concession application and the splitting up of the plum in advance among the fortunate members of the inner circle.

Another Senator Protected

WHILE the Beauharnois committee has been examining into the relations of a trio of senators with the power project, the Senate itself has been preventing an investigation into the profitable dealings of another member of the Upper House with the late government. Senator Belcourt, of Ottawa, undertook to become a subscription agent for the magazine *Canada*, a London publication of limited circulation devoted to authentic information about this country. He wasn't to be an ordinary subscription canvasser, however. For a consideration of \$5,000 he undertook to secure several hundred subscriptions from the federal government and its departments. And he didn't succeed in securing the stipulated number of subscriptions, so the publishing company paid him only part of his fee. Recently he sued for the balance and got judgment. Cognizance was taken in the Senate of the position in which the trial revealed Senator Belcourt and a motion was made for a committee to investigate the matter. The Liberal majority in the Senate has rallied to his rescue and defeated the motion and in its place passed a motion to set up a committee to define the privileges of senators in the matter of transactions with the government. Now the Conservative senators are making the Liberal plan



LT.-COL. HUMPHREY SNOW
For six and a half years Controller of the Household of the Governor-General at Rideau Hall, who recently retired and will return to London.

SATURDAY NIGHT

THE CANADIAN ILLUSTRATED WEEKLY

HECTOR CHARLES WORTH, Editor
Mark S. Hodgman, Advertising Mgr.

Subscriptions to points in Canada and Newfoundland \$4.00 per annum.
Great Britain, British Dominions, Colonies and Protectorates \$5.00 per annum.
United States and United States Possessions \$6.00 per annum.
All other countries \$10.00 per annum.
Single copies 10 cts.

NOTICE TO ADVERTISERS

Advertising contracts are solicited and accepted by this business office—or by any representative of "Saturday Night" subject to Editorial approval as printed on our contract form. The Editors reserve the right to reject any contract accepted by the business office, its branch office or its advertising staff—to cancel same at any time after acceptance—and to refuse publication of any advertisement thereunder at any time such advertising is considered by them as unreliable or undesirable.

No contribution will be returned unless accompanied by stamped and addressed envelope. "Saturday Night" does not hold itself responsible for the loss or non-return of unsolicited contributions.

Printed and Published by

CONSOLIDATED PRESS LIMITED

CORNER OF RICHMOND AND SHEPPARD

STREETS, TORONTO 2, CANADA

MONTREAL: 304 Birk's Bldg., Fort St. Ave.

NEW YORK: Room 1608, 475 Fifth Ave.

CHICAGO: 360 North Michigan Ave.

LONDON: 10 Norfolk St., Strand, W.C.

E. A. Milling, Business Manager



ANNA PAVLOWA'S TREASURES

Prospective buyers inspecting the great dancer's beautiful collection of objects of art at her former home in Hampstead prior to their sale by auction.

LONDON LETTER

Summer Undress — Senorita de Alvarez

By P. O'D.

SUMMER has reached London at last. It arrived a couple of days ago, and the pleasant creature shows some intention of spending another few days with us. We might even get a week of it. But, of course, one mustn't be greedy. Sufficient for the day is the sunshine thereof.

In the meantime, people are recklessly taking off their winter underwear and cavorting about in garments of an extreme tenuity and scantiness, thus exposing themselves to the actinic rays of the sun and the sulphuric glances of Mrs. Grundy. But then even Mrs. Grundy herself is not wearing the clothes she used to wear a generation ago—not by several petticoats and many lengths of whalebone fencing. In the last few days her dress has become, for her, almost abandoned. And even that still more conservative person, the elderly clubman, has submitted to the universal duress of the heat. Pall Mall is full just now of distinguished-looking old gentlemen in cricket shirts and Panama hats and grey flannels of a most informal ease and amplitude. It is a welcome change from the hitherto unescapable black coats and striped trousers.

The King turned up at Wimbledon a couple of days ago in a very natty grey suit and a grey bowler hat. He looked very smart and also very cool, though a little warm and fuzzy about the lower part of the face. A detachable beard would be a great boon just now, I imagine. And a hard hat must be rather hot and heavy, no matter how pearly the color. But then kings cannot permit themselves the freedom of us lesser mortals. Neither can queens. I suppose. Queen Mary was wearing—but then you know what Queen Mary was wearing. Consult any picture of her taken in the last thirty years. And she is very wise, too. She wouldn't look half so handsome and dignified in some filmy creation from Paris, with a funny little cap-hat stuck on the back of her head. I am very glad that she refuses to dress like modern ladies of fashion. I am also rather glad that modern ladies of fashion refuse to dress like Queen Mary. She gets away with it majestically, but I don't think anyone else could. It's a royal gift.

TALKING of dress and Wimbledon, a considerable amount

Branksome Hall

Residential and Day School for Girls

Autumn Term Begins
Resident Pupils—Sept. 9th, 1931
Day Pupils—Sept. 10th, 1931
For Prospectus Apply to the Principal
MISS EDITH M. READ, M.A.
10 Elm Ave., Rosedale, Toronto

The Bishop Strachan School

College Heights, Toronto
Established Over Sixty Years

A Church, Residential and Day School for Girls
Kindergarten to Junior and Senior Matriculation—Household Science, Art, Music, Physical Education with indoor and outdoor sports.
Principal: Miss E. M. Lowe, B.A.
Vice-Principal: Miss Rosseter.
For Calendar apply to the Bursar

Ontario Ladies' College

Trafalgar Castle, Whitby, Ontario
Combines advantages of city and country school. Near Toronto. Splendid Castle buildings. Spacious grounds. One hundred acre estate. Physical education emphasized. Swimming, Riding, etc. Public School to Honor Matriculation. Music, Art, Household Science, Public Speaking, Commercial Courses, Bible. Calendar on request
School re-opens September 9th, 1931
REV. C. R. CARSCALLEN, M.A., D.D., Principal
Established 1874

1874 THE NATIONAL SCHOOL 1931
OF ELOCUTION AND ORATORY
DORA A. SHOEMAKER, President
Public Speaking—Dramatic Art—Teachers' Courses—Plays and Recitals in School Theatre—Broadcasting—Diplomas and Degrees.
DORMITORIES
1821 CHESTNUT STREET, PHILADELPHIA, PA.

Moulton College

TORONTO
Residential and Day School for Girls
Primary to Honour Matriculation

For Calendar apply to the Principal
Miss Marjorie Trotter, B.A.
34 Bloor St. E., Toronto, Ont.
Established 1888

RESIDENT SCHOOL FOR BOYS

ASHBURY COLLEGE

Rockcliffe Park, Ottawa
FOUNDED 1891

Special preparation for Matriculation and R.M.C.
Most successful record both in work and sports.
Separate Junior Department for boys from nine to thirteen years.
School re-opens September 10th.

Write for Calendar.
Rev. G. P. Woolcombe, M.A., LL.D., Headmaster

Jersey College

(For Girls)
CHANNEL ISLANDS
Founded 1880

Recognized by Board of Education.
Chairman: The Rt. Hon. the Lord Gishorough

Pupils are prepared for Entrance and Scholarships to Oxford, Cambridge, London, and other Universities, and for Domestic Science and Secretarial Diplomas. Special facilities for FRENCH in which a very high standard is attained.

Excellent equipped building. Mild climate suitable for children from hot countries. Entire charge is taken of children from abroad. A special Holiday House is provided for children from abroad. A few Scholarships are available for daughters of Clergy, Missionaries, fallen Officers, etc.

Headmistress: MISS M. E. POPHAM, B.A. (formerly of Haverhill College Toronto).

LAKE LODGE SCHOOL

For Boys
GRIMSBY, ONT.
Founded 1896

School confined to sixty boarders. Ninety per cent. success in matriculation last year.
Boys taken from Primary to Honour Matriculation.
Fees for tuition and board, \$650 per annum.

Term opens September 9th.
For Prospectus, Apply the Principal.

A Real Rotarian Rounder

James W. Davidson of Calgary Is Certainly A Cosmopolite

By P. W. LUCE

ROTARIANS take themselves seriously.

Outsiders may be inclined to smile superciliously at the hail-fellow-well-met attitude of middle-aged men who Jack and Bill and Dick each other at their first meeting, and may possibly discount somewhat the oft-repeated protestations of international friendship that are a feature of every gathering, but Rotarians themselves take these at their face value. Their deeds are as good as their words.

Let us point the moral with the sustained activities of James W. Davidson, of Calgary, who bears the distinguished title of honorary general commissioner of Rotary and is a former vice-president of Rotary International.

Mr. Davidson has just returned to Canada after a three years' tour of the world at his own expense in the interests of Rotary. He visited seventeen different countries, organized more than a score of clubs, and canvassed for membership over 22,000 business men.

Of these 22,000, all but eight became Rotarians!

How's that for a go-getting record?

Members of the order certainly showed their appreciation of the splendid work of Mr. Davidson when he reached Vancouver on his return from the Orient. More than six hundred Rotarians gathered to welcome him and his wife and daughter who had circled the globe with him. A few high officials came from Rotary headquarters in Chicago. Twenty or so came from his home town of Calgary. Many came from Bellingham, Seattle, New Westminster, San Francisco, Portland, Los Angeles, and other cities of the Pacific Coast.

It is only about ten years since Mr. Davidson focussed his atten-

ing strange men in strange places for the greater part of his life.

When still a comparatively young man he joined Peary's Arctic expedition, and spent part of 1893-94 in the far North. A number of newspaper articles he wrote as a result of this experience attracted the attention of the New York Herald, and when the Chino-Japanese war broke out he was sent to the front as accredited correspondent for the Herald and a newspaper syndicate.

After peace was restored, Mr.



Nancy Carroll and Fredric March in the film, "The Night Angel". (Tivoli Theatre, Toronto).

Davidson was appointed United States consul in Formosa. The post was not exactly a sinecure, but he had a lot of time on his hands. So he set to work and wrote a history of Formosa which still ranks as one of the best books of its kind, and is in use as a text-book in many of the United States universities.

Mr. Davidson next entered the

"the only time I'm there now is when I'm not somewhere else!"

Such a long tour as Mr. Davidson has just completed required a great deal of preparation. He had to spend two months in Europe obtaining the necessary passports and visas for various colonies, dependencies, and settlements. When ever possible he addressed Rotary clubs, but, because of his language limitations, he could only speak to a very small fraction of the 155,000 members of the 3500 clubs scattered through seventy countries.

Thanks to the work of Mr. Davidson, no American or Canadian Rotarian travelling abroad need feel at a loss for fellowship any longer. The organization is already strongly entrenched throughout Europe, and now the Orient has fallen in line. Mr. Davidson founded clubs in the following countries:

Turkey, Palestine, Syria, Iraq, Persia, India, Burma, Ceylon, Federated Malay States, Straits Settlements, Java, Sumatra, Siam, China, Manchuria, Korea, and Japan.

It was not always easy to organize a Rotary Club in the Orient. There were difficulties to be surmounted which were never dreamed of when the constitution was drafted.

There was the question of creed, for instance. Christian had to meet with Moslem, Mahomeddan with Buddhist, Jew with Confucian. They had to get together in a chummy atmosphere, to eat together, to listen to the same speeches.

One man's religion would not permit him to touch beef. To another, pork was anathema. A third would be a strict vegetarian. A fourth would have nothing but bread and nuts. Others again, though more catholic in the choice, could not partake of anything that had been prepared by infidel cooks, or was served by unbelieving waiters.

The problem was solved by having tables set apart for Moslems, Buddhists, Mahomeddians, and so on. Their special food was prepared and served by members of their own faith, and care taken that the shadow of no infidel should fall upon the group of the faithful.

Fortunately the problem of caste does not arise. The defect of their education makes Rotary unintelligible to low castes.

"The golden-skinned grapefruit is beautiful to look at," says an artist. But it is the juice inside that generally catches the eye.—*Passing Show (London).*



Marion Davies and Leslie Howard in the film, "Five and Ten". (Loew's Theatre, Toronto).

tion on international Rotary work in a large way, and he had not been a member of the organization very long before that. One may be excused for assuming that he interested himself in Rotary largely as a hobby after he had retired from active life and settled down in Calgary after a decidedly interesting career.

Few men are better qualified than James W. Davidson to understand international relationships and differences. He has been meet-

service of Russia, and was holding an important diplomatic post in Manchuria when the Russo-Japanese war broke out. In this he again served as war correspondent, and then later went back to diplomacy, being appointed Russian consul in Shanghai.

In after years business interests claimed his attention, chiefly in the United States and Canada. Once he had made his economic position secure he picked on Calgary as his permanent home but, as he puts it,



An unusual photograph of a scene from the film, "Women Love Once", with Eleanor Boardman, Paul Lucas and Juliette Compton. (Imperial Theatre, Toronto).

Upper School Residences

St. Andrew's College

AURORA, ONT.

New Buildings, Chapel, Academic Building, Upper School Residences and separate Lower School Unit. 13 Masters in Residence. Enrollment limited to 200 Boys. A large gymnasium, beautiful swimming pool under glass. The school grounds, with Athletic and Sports fields, comprise 219 acres, 20 miles from Toronto, situated at an elevation 700 feet higher than the city. Full encouragement given to physical improvement and development of personality; a high standard of scholarship maintained. Prepares for the Universities, Royal Military College and Business.

AUTUMN TERM COMMENCES
SEPT. 10, 1931

Write for Beautifully Illustrated Calendar Describing the College

Rev. D. Bruce Macdonald
M.A., LL.D., Headmaster

Picture at right shows the new Chapel and part of the Lower School Unit

THE MARGARET EATON SCHOOL

TORONTO

Normal Course in Physical Education

MARY G. HAMILTON, DIRECTOR

Autumn term begins Sept. 3rd at Camp Tanamakoon, Algonquin Park. Formal school opening October 1st.

RESIDENCE FOR STUDENTS

For calendar and further information, address the Secretary, 415 Yonge St.

CRINITY COLLEGE SCHOOL

Port Hope

SPECIAL FEATURES

Unrivalled surroundings and new fireproof buildings. Separate houses for the Senior School. Chapel. Science Laboratory. Gymnasium, Swimming Bath, Squash Courts. Separate Memorial Junior School and a Memorial Isolation Hospital.



Established 66 years.

Exclusively a Residential School—No Day Boys

Term Re-opens on September 11th

Rev. F. Graham Orchard, M.A., (Camb.), D.D., Head Master

Write to the Bursar Crinity College School, Port Hope

BISHOP'S COLLEGE SCHOOL

LENOXVILLE, QUE.

A BOARDING SCHOOL FOR BOYS

Founded 1837

With Separate Preparatory School for Boys Under 14

New Fireproof Buildings, situated in the heart of the country. Chairman of Directors: Grant Hall, Esq.

For Prospectus, apply to:

CRAWFORD GRIER, M.A. (Hons.) Oxon, Headmaster

UPPER CANADA COLLEGE

TORONTO

(Founded 1829)

Main School for Boys from 14 to 18

Preparatory School for Boys from 9 to 14

Both resident and non-resident boys admitted.

Boys prepared for the Universities, the Royal Military College and business.

Fifteen Entrance Scholarships have been founded in memory of the "Old Boys" who fell in the Great War, and are open for competition in April of each year. For particulars, copies of papers, etc., apply to the Principal. Autumn Term opens on September 9th, at 9.15 a.m.

W. L. GRANT, M.A., LL.D., Principal

COMFORTABLY COOLED

SHEA'S

R-K-O-VAUDEVILLE

PURE-WASHED-AIR

STARTING SATURDAY

Victor McLaglen
Jeanette MacDonald

in
"Annabelle's Affairs"

on the stage

HARRY DELMAR
and his
1931 Vaudeville Revue

A glorious riot of
FUN!
MUSIC!
SONG & DANCE

NOW PLAYING

A THRILLING ROMANCE
OF MODERN YOUTH!

Loew's

MARION DAVIES

in Fannie Hurst's

"FIVE and TEN"

with—Leslie Howard—Irene Rich
Kent Douglas—Richard Bennett

EXTRA

LAUREL

and

HARDY

in

"Our Wife"

NOV. 10

IMPERIAL

COOLED by REFRIGERATION

ZOE AKINS' STAGE PLAY "DADDY'S GONE A-HUNTING"

Women Love Once

WITH PAUL LUKAS, ELEANOR BOARDMAN
"ORANGE FOLLIES"—PUBLIC STAGE SHOW
IMPERIAL CONCERT ORCHESTRA

NOV. 11

TIVOLI

PURE WATER WASHED AIR

Out of the Night Came

The Street Angel

WITH NANCY CARROLL—FREDRIC MARCH
BOBBY JONES SERIES NO. 8

NOV. 12

UPTOWN

PURE WATER COOLED AIR

TORONTO'S INDOOR SUMMER RESORT
A BOY AND A BLONDE

LEW AYRES
IN
UP FOR MURDER

WITH GENEVIEVE TOBIN

TYRRELL'S

FATHER MALACHY'S MIRACLE
By Bruce Marshall 2.00
(An Unequal Delight)
SIMPLE PETER GRAD
E. Phillips Oppenheim 2.25
INDIAN SUMMER J. C. Snaith 2.50
THE SHORTEST NIGHT
G. B. Stern 2.50
820 Yonge St. K1. 6118

**FATHER MALACHY'S MIRACLE**

By Bruce Marshall

"Fierce, fearless, gallantly true, uproariously funny."

"So much gaiety of mind, brilliant wit, and keen observation of men and institutions are seldom to be met with in the compass of three hundred very short pages. . . . Everyone should read this book and be a happier and a sadder and a wiser man."

At All Booksellers. Price \$2.00.

Doubleday Doran & Gundy Ltd. Toronto



"We're going
AGAIN
this year"

Internationally famous for its magnificence, beauty of environment, universal displays, fine buildings and brilliant entertainment, the Canadian National Exhibition arouses enthusiastic admiration.

For fourteen days and nights there is a constant flow of new delights and absorbing admixture of pleasure and profit.

Exhibits from almost every country; collections of ancient and modern masterpieces of art in two galleries; famous 2000-Voice Exhibition Chorus—Sat. Aug. 29; Thurs., Sept. 3; Tues., Sept. 8; Sat., Sept. 12; "Oriental" spectacle of sparkling brilliance depicting mystic charms of the East; St. Hilda's Band of England (each member a bronze, silver and gold medalist); Cavallo's, and other bands; all branches of agriculture in world's largest show building; Million Dollar Horse Palace will be completed this year making 24½ acres under one roof; Sixth Marathon Swim in two events—sport spectacle of international renown. These are but a few of the features which enthrall and enthuse.

Let us send illustrated literature. Reduced rates by railway, steamship and bus lines. Consult your local agents.

SAM HARRIS, President H. W. WATERS, General Manager

AUG. 28 to SEPT. 12 1931
WORLD'S GREATEST PERMANENT EXPOSITION
53RD CONSECUTIVE YEAR
\$21,000,000 INVESTED IN BUILDINGS, PARK, EQUIPMENT

"Politician Sought by Police."
Head-line. Have they looked on the fence?—*Virginian-Pilot*.



EARL HAIG MEMORIAL UNVEILED IN FRANCE

M. Andre Maginot, the French Minister of War, unveiled the French Memorial to the late Lord Haig at Montreuil, near Le Touquet, on June 28th. Lady Haig attended the ceremony. O. P. S. Troops saluting as the statue was unveiled. The Scots Guards Band is seen on left.

THE BOOKSHELF

By HAROLD F. SUTTON

Literary London

IN HIS Romanes lecture at Oxford on "The Creation of Character in Literature" John Galsworthy has taken the public into his own literary workshop. After trying to write novels of character for thirty years he knows not to this day—so he confesses—how he begins or why or how he goes on. He sinks into his morning chair, a blotter on his knee, the last words or deed of some character in ink before his eyes, a pen in his hand, a pipe in his mouth, and nothing in his head. "I sit," he continues. "I don't intend! I don't expect; I don't even hope. I read over the last pages. Gradually my mind seems to leave the chair, and be where my character is acting or speaking, leg raised, waiting to come down, lips opened, ready to say something. Suddenly my pen jots down a movement or remark, another, another, and goes on doing this, haltingly perhaps, for an hour or two. When the result is read through, it surprises one by seeming to come out of what went before, and by ministering to some sort of possible future." Mr. Galsworthy explains that those pages adding tissue to character, have been supplied from the store-cupboard of the subconscious, in response to the appeal of one's conscious directive sense. To the beginner, this account of the process of literary creation is likely to be about as illuminating as the more succinct recipe written by Sir James Barrie nearly forty years ago. "8 pipes equal 1 ounce; 7 ounces equal 1 week; 2 weeks equal 1 chapter; 20 chapters equal 1 nib; 2 nibs equal 1 novel." (Perhaps one should explain that a "nib" is what is called in America a "pen point.")

SIR ARTHUR CONAN DOYLE died last July, but his will has only now been proved. He left £63,491. . . . According to Cecil Roberts, G. B. Shaw performs the role of Swedish masseur to the stiff limbs of the British public. . . . Marie Corelli's 400-year-old house at Stratford is being kept by her friend and biographer, Bertha Vyver, as it was in the popular novelist's lifetime. . . . Julian Duguid, the author of "Green Hell," will probably join the Bolivian Consul General, Senor Uriolagoitia, on another expedition to the forests of the Amazon. . . . James Milne, who is publishing his reminiscences under the title "A Window in Fleet Street" (Murray), was literary editor of the Daily Chronicle from 1904 to 1918 and is nowadays the literary columnist of the Daily Telegraph.

"The Certain Hour," by James Branch Cabell, which was published in America in 1916, has now appeared for the first time in an English edition. . . . The Weekend Review commends Carl van Doren for setting forth and exemplifying in his "Swift" the only sound biographical method. It hopes he may enable that principle to prevail, "and so end a mode of biography, equally detestable whether it originate in cowardice or in pedantry, whereby the professed judge of truth becomes a mere recorder of all that has

ever been thought to have something to do with the case." . . . In reviewing Professor P. Knaplund's selection of Sir Edward Grey's speeches, The Times Literary Supplement remarks that this book "well illustrates the thoroughgoing spirit in which intellectual Americans are approaching the problem of their country's external relations."

Alas and Alack

"An Anthology of War Poems" compiled by Frederick Brereton; with an Introduction by Edmund Blunden; Longmans, Green, Toronto; 191 pages; \$2.00.

"Anthology of Sporting Verse" selected, with a Preface, by E. B. Osborn; Longmans, Green, Toronto; 288 pages; \$2.00.

"Green Bays" Verses and Parodies, by Q; Oxford University Press, Toronto; 104 pages; \$1.75.

"Poetry of Today" A Quarterly "Extra" of the Poetry Review; Erskine MacDonald, London; 2s 6d.

By EDGAR McINNIS

IT IS too bad. Here are four collections of verse, compiled with care and enthusiasm, and for the most part animated by worthy and dignified motives. Yet the things which must be said of them are apt to have a grudging, even a carping sound, as disappointing to the reviewer as to the anthologist. It is my desire to deal with them more in sorrow than in anger, but I must confess that I have found little pleasure in them. It is really too bad.

If I could make an exception, it would be in favour of the Anthology of War Verse. This is an effort, in the light of sober judgment which time has made possible, to select the best examples from the mass of verse to which the war gave rise. In this it is commendably successful. It is more selective and therefore less widely representative than most of the previous anthologies; but it confines itself chiefly to the genuine soldier poets, and the voices in it speak with the directness of personal experience. Though, as Mr. Blunden points out in his introduction, their utterances vary from the idealism of 1914 to the disenchantment of the later years, it is the note of horror and revolt that is dominant. That is undoubtedly as it should be but although much of the expression is in verse of a high order, it often takes a conscious effort of appreciation to achieve harmony with its mood. And from this one disconcerting fact emerges. It is that, though the later poets undoubtedly come far closer to the truth of war, it is the high if mistaken idealism of the earlier writers that carries the real emotional appeal. One begins to fear that a later generation, if it reads war poetry at all, will turn to Brooks and Binyon rather than to Graves and Blunden and Sassoon. From the point of view of poetic judgment I suspect that they may be right, but that will be little consolation to

those of us who wish to see war pilloried in all its ghastly futility. Like Miss Millay in another connection, "I know. But I do not approve. And I am not resigned."

One does not expect a war anthology to be very cheerful. But it is doubtful if this volume is as depressing as the determined heartiness of the Anthology of Sporting Verse. Nor is that the fault of the anthologist. Mr. Osborn has carried out a labour of love with care and thoroughness, even to the resurrection of old albums and forgotten souvenirs which might have been left to the kindness of oblivion. It is simply that the songs are as ephemeral as the events they celebrate, and that the emotion aroused by these events has neither depth nor significance enough to stand the test of time. It is successful only when it is humorous or satirical; otherwise it is of the lightest and most ephemeral quality, or pretentious and heavy with intolerable dullness. Two notable exceptions are Masefield's "Reynard the Fox" and his description of the fight in "The Everlasting Mercy;" and these succeed because they deal with principals and not spectators. In such cases there is an emotional crisis that is a worthy subject for poetry; in all others—including the description of a hunt from the point of view of the huntsman—there is neither dignity nor importance.

I had hoped for some encouragement from the supplement of the Poetry Review. This quarterly supplement, it is announced, was revived to accommodate the amount of original work of fine quality worthy of an audience, and for which space could not be found in the ordinary pages of the review. Unhappily, if one judges from the present sample the statement is entirely without foundation. There is merit here and there, but hardly enough to strain a magazine of the most modest size. In this case it is buried under a mass of excessive mediocrity. The bulk of the selections have a persistent immaturity worthy only of class-room exercises; there is no excuse for not allowing them to perish quietly and without comment.

As for the little volume by Q, the kindest thing is silence. The light verses which it contains no doubt gave pleasure to the writer and a passing entertainment to his friends. That accomplished, their purpose was served. Their publication in a more permanent form is an error which one can only regret and try to ignore.

Movie stars, declares a film publication, are going in more extensively for gardening. It must be great to have a real plot to work in.—*Boston Herald*.

Every man reaches a time in life when there doesn't seem to be anything ahead of him but a truck.—*American Lumberman*.

Speaking of industrial gains, there is sure to be a marked increase in the production of mothers-in-law in June.—*Boston Transcript*.

BEHIND STEEL DOORS

There is safety for your Valuables—a safety deposit box costs little to rent

The Royal Bank of Canada

Serving Canada Since 1869

Upper School—
H. C. Griffith, M.A.,
Principal.

Lower School—
H. G. Williams, B.A.,
Principal.

New Upper School Dormitory Building

RIDLEY COLLEGE FOR BOYS
St. Catharines, Ont.

Set in 80 acres of ideal grounds. Five separate dormitories, Memorial Chapel, Swimming Pool, Covered Rink. Magnificent new Upper School Dormitory Building, Lower School for boys up to 14. Matriculation standing very high—3 University Scholarships last year. Small classes under personal supervision. Courses leading to pass and honour matriculation to Universities, R.M.C. and Business. School re-opens Tuesday, Sept. 8th. For illustrated prospectus write to—
THE BURSAR, RIDLEY COLLEGE St. Catharines, Ont.

CANADA'S EVERGREEN PLAYGROUND

BANFF...LAKE LOUISE
VANCOUVER...VICTORIA

Served by
the DOMINION

Leaves Union Station Daily at 9.30 P.M.

Travellers to Canada's great Evergreen playground will experience the utmost luxury and the acme of fast, efficient train service on the "Dominion".

All steel equipment, built in Canada—lounge observation car—open observation car through the mountains during the summer—all the newest and latest equipment.

TORONTO TO VANCOUVER
85½ Hours

Through the Rockies in Daylight

Lv. Toronto 9:30 P.M. . . . Daily (E.S.T.)
Ar. Winnipeg (2nd Day) . . . 8:15 A.M.
Ar. Regina (2nd Day) . . . 5:10 P.M.
Ar. Saskatoon (3rd Day) . . . 6:20 A.M.
Ar. Calgary (3rd Day) . . . 6:50 A.M.
Ar. Banff (3rd Day) . . . 9:40 A.M.
Ar. Vancouver (4th Day) . . . 8:00 A.M.

also

SEATTLE
SAN FRANCISCO
LOS ANGELES

Full information from any
Canadian Pacific ticket agent

CANADIAN PACIFIC
WORLD'S GREATEST TRAVEL SYSTEM 467R

To Honolulu and the Orient

Luxurious ease for your trip to Honolulu or the Orient . . . sail by the Empress of Japan, largest, fastest liner on the Pacific, or the beautifully appointed Empress of Canada. Large, airy staterooms, luxuriously furnished private suites . . . broad decks . . . spacious lounges.

DIRECT EXPRESS

When time is the first consideration in reaching the Orient, sail direct to Yokohama and other Oriental ports by the palatial Empress of Asia or Empress of Russia. They bring the Orient closer. Both routes from Vancouver (trains direct to ship's side) and Victoria.



Low cost round trip summer fares—first from \$450 . . . tourist cabin from \$285.

Information and reservations from your local agent or

J. BLACK MACKAY, General Agent Canadian Pacific Building, Toronto

CANADIAN PACIFIC

World's Greatest Travel System

YELLOW FINGERS that DISGRACE



INSTEAD OF ON YOUR FINGERS, YELLOW STAIN STOPS ON ATTACHMENT INSIDE HOLDER

TOBACCO YELLO HOLDER

PROVE THIS FOR YOURSELF!

Smoke the next three packages of cigarettes with a TOBACCO YELLO* HOLDER. Then open the Holder and let your own eyes see the "dark brown" evidence—the sticky yellow stain on the attachment instead of on your lips, fingers and teeth. Your TOBACCO YELLO HOLDER is guaranteed to show you!

Or your money will be refunded.

No other holder is like it!

A great University, after complete scientific tests, states that the Tobacco Yello Holder stops 66.5% of Yellow stain. No other Holder can achieve this. The pleasure of smoking is doubled and you can smoke more. 9,000 doctors are using the Tobacco Yello Holder.

All Cigar, Drug and Department Stores sell Tobacco Yello Holders in Brier and a variety of distinctive colours.

Trade inquiries to: THE CIVIC COMPANY (Canada) LTD. 440 McGill Street, Montreal, Canada *Trade-Mark Registered in Canada.

Highlights of Sport

Don's New Record—Tilden in Form—Canada's "Dark Menace"

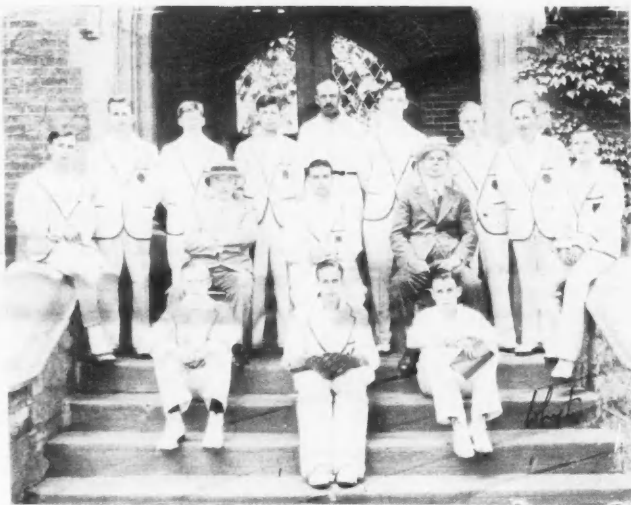
By N. A. B.

PERHAPS inspired to a first rate performance by a fourth rate ode of Gabrielle D'Annunzio which extolled his prowess as a speed boat pilot, England's foremost speeder, Kaye Don drove his newly-conditioned boat, "Miss England II" over the storied waters of Lake Garda, Italy, at a new world's record speed of 110.223 miles an hour. Don made two runs over a measured mile on the Italian lake, and on one of them attained a speed of 112.5 miles an hour, but fell down on the other to a mere 107.8 m.p.h. giving him an average speed of 110.223. Don also set the previous world's record of 103.49 on the Parana River in Argentina earlier this year. From South America he journeyed to Italy to compete in the International Speedboat Regatta sponsored by the poet-patriot D'Annunzio, who was an intense admirer of the late Sir Henry Segrave, the intrepid sportsman who first put England on the map of recent times in a big and speedy way. At one time Segrave held both land and water world's record speed-marks, and after his dramatic and tragic death in the same "Miss England II" on the waters of Lake Windermere, his month of supremacy was divided between Sir Malcolm Campbell who kept the record land speed for England, and by Kaye Don who is still the fastest thing nautically to be found anywhere. It is true that the veteran Detroit celeromaniac, Gar Wood, has a group of boats which rule the Detroit River and hold the Harmsworth International Cup against all comers and by all means. But Wood has not faced Kaye Don in competition and unless he can

Philadelphian could defeat all of the young Davis Cup amateurs with ease, save perhaps his young compatriot, Frank X. Shields of New York who plays the same brand of tennis as does the old master, but has not in his game the intense personal feeling that makes Tilden invincible.

In the Forest Hills professional tourney Tilden showed early that it was only a matter of time until he vanquished Richards. Forecourt, backcourt, volleying, driving and serving Tilden was the better. Once he had won the first 7-5 set, he showed Richards no mercy and blasted him from the court with terrific drives, made him run round and round for lobs, and dazzled him with accurate placements down the side-lines. All of which proves that Richards, who is a very good player, is no match for the tennis genius of Tilden.

In the doubles final of the professional ranks, however, Richards got some consolation, for teamed with Howard Kinsey of San Francisco, he defeated the long-line doubles combination of Tilden and Francis T. Hunter of New Rochelle. Tilden and Richards "carried" their respective partners and the doubles, which ended after a stirring five-set battle, saw Richards and Kinsey on the long end of a 7-9, 7-5, 3-6, 6-4, 6-3 score. Although not old-time doubles champions like Tilden and Hunter, Richards and Kinsey showed much better team-work. For his activities Richards received \$750 and Big Bill got \$1,000. He can even write about the tourney without being reprimanded by the U.S. Lawn Tennis solons, which must be a very attract-



RIDLEY COLLEGE CRICKET ELEVEN

Who left for Bermuda on July 1st, where they will play four or five games. This is the first time that a Canadian cricket team has ever gone to Bermuda or the West Indies. Back row (left to right): D. A. Harper, F. M. O'Flynn, F. H. Buck, D. L. Clarke, T. Coburn (Pro.), G. C. Powell, J. E. Kennedy, L. McKinstry, R. C. Ripley. Middle row (left to right): H. C. Griffith (Headmaster), P. F. Seagram (Captain), E. G. Powell (Secretary). Front row (left to right): R. S. Hart, D. T. Owen, R. W. Mitchell (Scorer).

manoeuvre his three "Miss Americas" to close out Don's white streak in the Harmsworth races this August, it appears that even the Detroit River will recognize the British sportsman as its speed king.

Don did disappoint D'Annunzio in the Italian Regatta, for persistent motor trouble balked every attempt he made to top the mark which he set in Argentina. It is reported that even Mussolini regarded the attempt favorably and gave it official Fascist encouragement, but even then the motor refused to work. A new engine was installed last week and other adjustments made. D'Annunzio spurred on the pilot with a hortatory ode. On July 4 Don drove one way at a new record speed of 109 miles an hour, but motor refractions prevented a return journey. On the ninth, however, after three months of concentrated effort he attained the 110 m.p.h., a mark, it may be remembered, that Segrave predicted "Miss England II" would eventually reach.

SHOWING his cordial personal dislike for Vincent Richards by a merciless display of superb and vicious strokes, Big Bill Tilden, the noblest tennisman of them all, routed his nearest rival 7-5, 6-2, 6-1 and added the professional championship of the tennis world to the other scads of titles which he has held during the most spectacular career the net game has ever known. At 38 the tall

feature to Bill after all these seasons of acrimonious debate.

TWO formidable dark battlers who once met in a Toronto ring to the great disgust of ten thousand local fans are in the public eye again. One of them, "George" Godfrey, the giant 250-pound "dingo" from Leipserville, Pa., is headliner in a unique show. He will first exchange clouts via the fistic route with George Gemas, husky U.S. navy footballer, and after a short rest, George will return beneath the arc-lights and go to the mat without gloves to exchange rabbit-punches with the primordial Stanley Stasiak, leading villain of the recumbent and playful mat-sport. There are usually lots of punches exchanged in wrestling-bouts, but George may mix in a little wrestling with the boxing exhibition. The show is something of an innovation and will be the first of its kind on the continent.

The other dark principal of that gorgonzola of long ago is none other than Larry Gains, Toronto negro and present champion heavyweight boxer of the British Empire. The Shamrock Athletic Club are doing their best to lure the lithe Larry in a title tilt with someone, but hitherto his terms have been well-nigh prohibitive. Gains is due home on a pleasure trip just to look his natal village over and he may be induced to stack up against Jack Renault, at one time one of the leading contenders in the heavy circle, and

at present one of the leading work-out men, or stumbling blocks in the path of all who aspire to Max Schmeling's heavyweight crown. Renault may be induced to accept low terms for the bout, for the fight game locally can seldom command a "house" of more than nine thousand fans. If the promoters succeed, and they are up against a tough situation, Larry Gains' fellow-townsmen will have an opportunity of seeing whether he has advanced or receded. If he has come on sufficiently to defeat Risko, Renault or some such opponent, he may well be considered a real "menace" to Max Schmeling. But a "menace", and only that, Larry is destined to remain while the crafty Joe Jacobs manages the German champion.

MRS. Frances V. Woodbury, wife of Dr. Frank L. Woodbury of Halifax, N. S., and Miss Mary Currie, also of Halifax, are travelling across the continent to take part in the Canadian Lawn Tennis Championships at Vancouver, B. C., during the week July 27-Aug. 1. On their way the Halifax Ladies will take part in the Ontario Championships on the courts of the Toronto Lawn Tennis Club, July 13 to 18.

Mrs. Woodbury and Miss Currie are Maritime champions, the former being singles champion also and the two have won many doubles titles in Ontario during the last few years. They are well known here and exceedingly popular.

GOLF NOTES

By W. Hastings Webbing

WHETHER or not it was the almost tropical heat that scorched the big field of contenders during the qualifying round of the Ontario amateur golf championship, that wrecked the chances of the older players, is rather difficult to say, but the fact remains that at the close of Friday's strenuous struggles, it was the youngsters who stood the acid test and forged their way through to the semifinals. Cheery Jack Cameron, however, had to play one of the most brilliant games of his varied career to overcome the skilful and consistent opposition of his senior, F. A. Hoblitzel, Lambton. This left the laurels of championship for 1931 open to four of the leading young players of the Royal and Ancient Game in this province, namely Jack Nash, Junior, 1930 champion, London Hunt Club; Phil Farley, Cedarbrook; Gordon Taylor, York Downs, and Jack Cameron, Mississauga. The matches in both cases were happily productive of really fine golf and well worth following, in spite of the heat. In the Nash-Cameron contest the former offset his long swatting opponent by his somewhat steadier game and very effective putting, all of which helped him to finally overthrow the "Clan Cameron". The contest between Taylor and Farley was even keener and it required a sensational putt on the 18th for the former to even the match. This gallant effort on the part of the York Downs representative prolonged the struggle to the 20th, when Farley eventually won the right to meet the London star in the finals. After a very keenly contested battle on the part of these expert young players, Farley, on whom the Jinx cast a kindly eye on one or two occasions, proved victorious, and to-day has assumed the classic crown which last year adorned the placid brow of his popular and promising opponent. In closing, it might not be out of place to refer to the capital condition of the Royal York Golf Club course, over which this tournament was so successfully carried out. The greens could hardly be improved upon, and considering that this notable addition to the championship courses of Canada has only been in operation a little over a year, those responsible have every reason to be proud of their achievement.

ONE wonders if any competitive sport creates a more vital test of a player's courage, concentration, skill and absolute control of nerve, than golf? Take for instance the case of George Von Elm in the first play-off for the United States open championship. He and Billie Burke were both on the thirty-sixth green in two, Burke being one stroke up at the time. Hence, all that he probably needed was a par four to win this great event—it looked a cinch. He putted and lay dead. It was then up to Von Elm to sink a long difficult putt for a sensational three and thus even his opponent's score. We are told that for two or three minutes he studied the line between his ball and the flag, then, his mind fully made up,

he took his stance and started the sphere on its momentous errand. The ball struck the back of the hole firmly. It fell plop into its appointed goal, and the match between these mighty warriors was once more divided! After such a prodigious effort, one might well have imagined the gods of golf would have decided to crown the courageous George with the laurels of victory, but this was not so to be, for in the third 36-hole struggle, constituting a record in this international event, Billie Burke was finally acclaimed champion after a titanic battle that has rarely been equalled in the annals of golf.

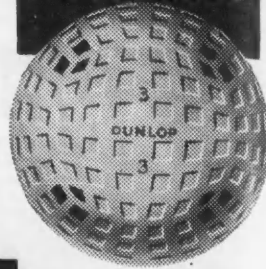
IT IS hard to keep a good man down and just to prove his innate ability to produce a brand of golf that would be hard to beat by even the "Little Emperor" himself, Andy Kay, once of dear old England, now professional of the Lambton Golf and Country Club, came from behind during the afternoon play of the annual Canadian Professional Golfers Association at Rosedale, to gallop past the leaders and establish a course record of 67 and complete a world's record for a championship course, of 30 for nine holes! That will give the giants of golf something to shoot at, when they assemble at Mississauga for the Canadian open championship.

THE Royal City of Guelph is fortunate in many things not the least of which is the fact that it is the native home of two such outstanding personalities as Arthur W. Cutten and Edward Johnson. Unlike most men who leave their home town for wider spheres of national or international activities, both of the above still retain a deep affection and loyalty for the place that gave them birth and have demonstrated the sincerity of these sentiments by giving with unstinted hand towards the development and enjoyment of their friends and fellow citizens of earlier days, the former in sport and recreation, the latter in the realm of music, in which he has occupied such a brilliant part for so many years. But it is of the princely gift of that modest and retiring man, Arthur Cutten, of Chicago, whose fame in finance is probably known the world over, to which we would now refer briefly.

It was during a conversation with Dr. G. I. Christie, president of the Ontario Agricultural College, on the doctor's visit to Chicago in 1928, that Mr. Cutten expressed a desire to co-operate in the development of a golf course and suitable rugby field and other recreational facilities for the benefit of the college faculty, students, and the people of Guelph. Dr. Christie was asked to investigate and report, with the result that 198 acres of suitable farm land was purchased. Under the supervision of "Chick" Evans, of Chicago, the well-known golfer, work on the course was first undertaken in May of 1929. During the summer of 1930 Stanley Thompson, the golf architect of Toronto, was enlisted to assist in the further development of the course. On June 10th of this year the course and clubhouse were informally opened, to the public, and it is fairly safe to say that the sporting qualities of the course, together with the artistic beauty and luxury of the clubhouse will prove a mecca to multitudes of golfers from all parts of the world, in the years to come, besides being a perpetual pleasure and pride, to residents of the Royal City.

As usual with Mr. Cutten, whose many generous deeds have gener-

DUNLOP
GOLF BALLS
FLY TRUE
AND
PUTT TRUE



Also DUNLOP
World Famous
Tennis and Badminton Supplies.



ally been accomplished under the rose, he left everything in the hands of his two brothers, Mr. Ralph Cutten, of Toronto, Mr. Harry Cutten, Dr. G. I. Christie, and Mr. Charles Dunbar, K.C., of Guelph, and right well have these gentlemen performed their varied and onerous duties. They also acted as hosts at the opening, on behalf of the donor of this princely gift, who was not even present. Well might one wish that more Arthur Cuttens be born in Canada, to follow an example so worthy of emulation. Certainly it would be of inestimable assistance to many an ambitious but struggling golf and country club, in this grand old Dominion of ours.

Secretary of the Treasury Mellon says that everybody should pay an income tax. It might be a good idea, first, to see that everybody has an income.—Judge.

The average farmer, if we may believe an informational statistic, walks twenty-six miles every day. No wonder he is often depreed about his corn.—Boston Herald.

Suppose you might call the divorced and remarried couples "Reno-vated families".—Passaic Herald.

The Bolsheviks appear to threaten every business but that of lending money.—Milwaukee Journal.

When Malthus predicted the eventual overpopulation of the earth he did not foresee the era of automobiles, gunmen, and synthetic liquor.—Florence Herald.

It appears, from the compliments interchanged by the Russian and American delegates to the London grain conference, that wheat has lost none of its feud value.—Virginian-Pilot.

It does seem harsh to make Europe pay war debts when she's so poor that she has only 30,000,000 soldiers to her name.—Los Angeles Times.

The little boy who went to the grocer and then forgot what it was his mama had sent him for, grew up to be a Legislator.—Tampa Tribune.

Well, it took the Do-X only seven months to reach America!—Manchester Union.



THE CUTTEN RECREATIONAL FIELD

Party who planned the golf course at the Cutten Recreational Field, Guelph. Right to left: Mr. Harry Cutten, Dr. G. I. Christie, O.A.C., Mr. A. W. Cutten, Hon. G. Howard Ferguson, former Premier of Ontario.

SATURDAY NIGHT

SOCIETY • TRAVEL • FASHION • HOMES • GARDENS

TORONTO, CANADA, JULY 18, 1931

SOME OF OUR YOUNG AND YOUNGER CITIZENS

Mary Louise, daughter of Mr. and Mrs. Menzie McMurray, Niagara Falls, Ontario.
—Photo by W. D. King.



Graham Millidge, son of Mr. and Mrs. Gordon Chaplin, Chatham, Ontario.
—Photo by A. S. Whyte, St. Catharines.



Baby Baker, youngest child of Mr. and Mrs. F. Lefre Baker of Vancouver.
—Photo by Vanderpant.



Cawthra, son of Mr. and Mrs. Latham Burns, Toronto.
—Photo by Ashley and Crippen.



Joyce, daughter of Mr. and Mrs. C. E. Soward, Toronto.
—Photo by Charles Aylett.

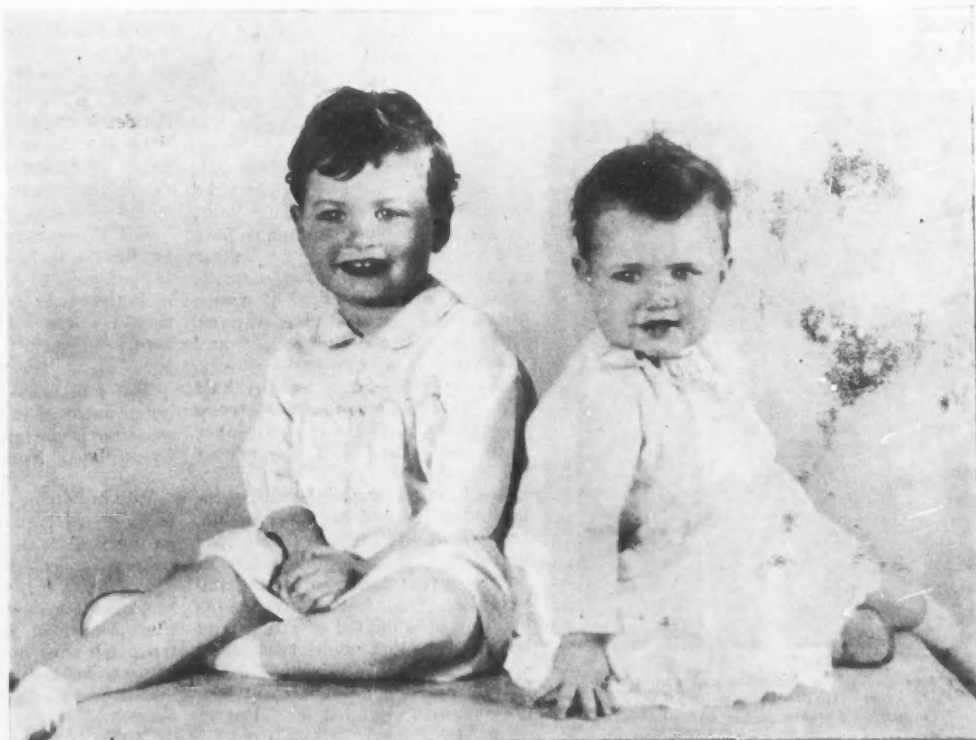


Thomas Michael Willis-Chitty, son of Mr. and Mrs. R. M. Willis-Chitty, Toronto, and grandson of the late Sir Thomas and Lady Willis-Chitty, of London, Eng.
—Photo by Ashley and Crippen.

Children of Mr. and Mrs. A. W. Taylor, St. Catharines, Ont.
—Photo by Ashley and Crippen.



Harry, son of Dr. and Mrs. H. A. Wrong, Niagara Falls, Ont.
—Photo by W. D. King.



Billy, son of Mr. and Mrs. Foster Hewitt, Toronto.
—Photo by Charles Aylett.

Hotel Cedarmere

by the Lake
COBOURG, ONTARIO
Railroad, motor or bus direct to this comfortable summer hotel 70 miles east of Toronto. Come and enjoy every holiday recreation: Golfing, Fishing, Tennis, Dancing, lovely scenery, moderate temperature, no mosquitoes. Splendid place for families or tourists. Write for terms and descriptive folder. Special rates during June.

W. P. LUKE, Proprietor.

"ARCADIA"

The Land of Happiness
MUSKOKA LAKES

Beautifully situated at Port Carling, The Arcadia House offers you all that goes to make a perfect holiday, here you may have complete rest or take part in your favorite outdoor sport—Lawn Bowling, Tennis, Fishing, Dance Orchestra, Splendid sandy bathing beach, with water chutes, well appointed and airy rooms, comfortable beds, wholesome meals.

Modern, Moderate, Pleasant, Golf Available, Good Motor Roads.

For rates, reservations, or further particulars, write to

R. H. DUKE, Proprietor
Arcadia House Port Carling, Ont.

16-Day Excursion

BUFFALO
TO
ATLANTIC CITY
and other southern New Jersey seashore resorts

\$16.80

Friday, July 31

Tickets accepted on all trains date of excursion, good for return passage 16 days. Liberal stopovers. Similar excursions August 14, 28, September 4 and October 2. Through sleeping cars leave Toronto for Philadelphia and Atlantic City 5:00 p.m., C.P.R. For tickets, Pullman reservations and further information, consult H. E. Heal, Canadian Passenger Agent, 307 Royal Bank Building, Toronto, Elgin 7220.

PENNSYLVANIA RAILROAD

Fern Cottage

ON LAKE COUCHICHING

"The Home of Rolls and Honey"
All Summer Sports, Private Golf Course—Everything here to make a happy holiday. Phone Comins' Travel Service, 57 Bloor W., Kings. 8911 for reservations.
Rates \$25 Weekly

Your Captain

4 gold stripes
... is a genial man, with an air of quiet strength that compels confidence. On his shoulders rests the responsibility for your safety.

Imbued with the finest traditions of British seamanship, he has spent his lifetime mastering the moods of the seven seas.

Sailings weekly from Montreal
Cabin rates from . . . \$130
Tourist Third Cabin . . . \$105
Third Class Round Trip \$155

Special Seasonal Third Class Round Trip Excursion Rate \$129.

Information from

Cor. Bay and Wellington Sts.
(Phone Elgin 3471)
Toronto

or any steamship agent

Sail
CUNARD
ANCHOR-DONALDSON

Maybe the average woman has a vocabulary of only 8,000 words, but think of the turnover.—*Bellingham (Wash.) Herald.*

Well, lots of folks will have a little change this summer, if they have a little change this summer.—*Boston Herald.*

What Paris Wears

La Grande Semaine

By SOIFFIELD

Paris, June 23rd

HERE we are in the throes of our last 'big week' as the seven days which forego the running of the Grand Prix on Sunday are called.

One must keep hopping the next few days if one wants to get even a small glimpse of what Paris is like at the height of the season, for next week will see the complete evacuation of smart Paris to the sea and mountain resorts where la Parisienne will continue her round of gaiety and dressing up.

It is a great pity that the Duke and Duchess of York are paying such a late visit, as they are not expected here until the middle of July, but unfortunately the London and Paris seasons do not run hand in hand, and their Royal Highnesses still have many important engagements to fulfil before they can come on here.

Possibly this will have a certain amount of influence on social events during the next few weeks, but as the official visit of the Duke and Duchess only lasts two days, everyone is hoping that they will then go on to Le Touquet, Deauville or even Biarritz, which should be well populated with the smart set by the middle of next month, and see something of the gay life there.

Sunday was a brilliant day at Auteuil for the running of the Grand Steeplechase. This important event always draws a very smart gathering and sets the ball of the Grande Semaine rolling. The new President of France, Monsieur Doumer made his first public appearance on this occasion and everyone was thrilled to see Madame la Presidente in the Presidential box as well, for the whole of France is delighted at the thought of the Elysee Palace having a permanent hostess again.

Dresses did not seem to be as elaborate as those seen at Chantilly on the previous Sunday, and prints of all shapes, colours and sizes seemed to dominate. Hats if anything seemed to be more and more baroque, and great is the change over from the back-off-the-head to the down-over-the-nose in such a short time.

This Empress Eugenie influence in hats is most certainly going to make itself felt when the next big collections are shown at the end of July, and I think to a great extent will carry out what I have already predicted, especially in regard to evening dresses.

Uneven flounces and frills with a very tight bodice seem to be imminent, and if the summer could only eke itself out until December I am sure that we should see the return of those little black lace parasols beloved in Victorian days. As it is by next summer the mode will undoubtedly be something quite different.

Big hats at Auteuil were colossal, three straws that I particularly noticed had brims that were at least eighteen inches wide, and flopped down on to the wearers' shoulders.

The pyjama gala at the Molitor pool yesterday brought forth some amusing new ideas for beach wear and women are generally having their final slimming treatment in preparation to donning some of these daring and almost risqué models along the coast of the Mediterranean or Normandy. It will require the slimmest and most willowy figure to get away with some of the very newest models intro-

duced yesterday. So many are of the 'sailor boy' type which will give the seasons debutantes a chance if nobody else. So boyish indeed are some of the cuts that there is really nothing feminine about them and colours too are very discreet and wearable providing that one has the right figure.

Trousers are severely tailored to the extent of having immaculate creases to the front of them, while tops too many have a tailored 'var-cuse' air to them.

MID-SUMMER seems to be a strange time to talk about next winter's fur coats, but I was chatting to a very well known furrier at lunch today and he told me that the short fur jacket so very popular last season, will be even shorter this coming winter, which also seems to bear out what I have written about the 1860-1870 influence. Shaved lamb will be used for sport jackets and coats, while there may be a revival of brown seal jackets to tone with afternoon ensembles.

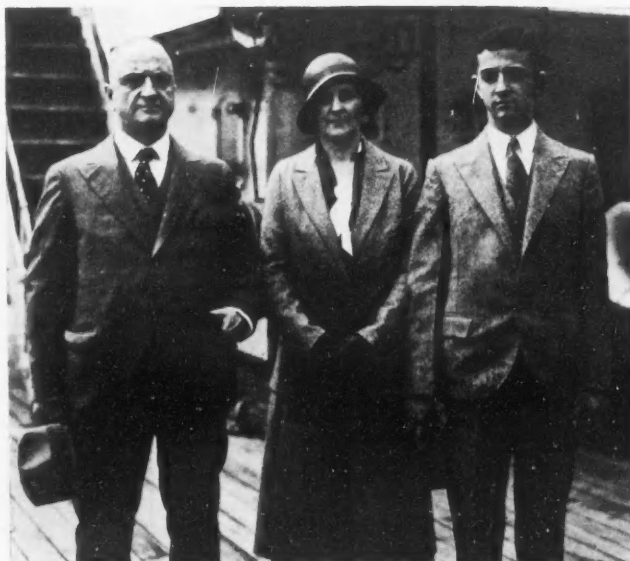
I am very glad to see that there is a chance of seeing these small jackets again, they are most becoming and very much less bulky looking than a long fur coat, and just as warm if they are worn with a suitable skirt. Jane Regny's ribbed jersey will make a very useful accompaniment as a material for a skirt or dress to go with the short fur coats this winter, its very light to wear, but extremely warm and hangs beautifully.

The newest hats are demanding hairdressing to one side only, and so the coming fashion is to have the hair very short at the back and on one side, with the other fairly long and curled into ringlets, which lay flat to the face and follow more or less the tilt of the hat. Even without a hat this coiffure looks very chic and gives the head a beautiful sleek well groomed appearance.

Have a Long One

By SUZETTE

THERE aren't very many cool sounds for city dwellers these hot days, but there is one which is guaranteed to lower the temperature ten degrees and that is the tinkle of ice in tall glasses. If the heat wave had confined itself to June the lemon bill would have been less, for the new tariff certainly acted the part of a bull on the lemon market. It may be economical to use those neat little bottles of lemon essence, but a hot weather drink without at least one slice of the real fruit floating in it is no good. I can't help feeling that green beer would have been a good thing to have been drinking these last few weeks. Perhaps the Liquor Control Board will be sufficiently enterprising to stock up with it before the next heat wave. Green beer made its first appearance at the Cookery Exhibit at Olympia in London, England, back in March. Since then it has risen to high favour, for it was the drink served at the coming out dance of Miss Lillian Power of Belgrave Square, the youngest debutante of the London season. An onlooker at the party reported adversely as to the effect of green beer when spilled on a pink satin evening dress. In spite of these small inconveniences surely it must be the summer drink par excellence.



The Hon. Justice G. Perrault, accompanied by his wife and son, photographed on the deck of the Cunard Liner "Aurania" just prior to their departure for Europe. They will return to Canada at the end of August.

Gruen Watch Makers Guild
ANNOUNCES**A Factory Close - Out Policy on Discontinued Models!**

In continuance of its policy of being far ahead of any other watch organization — to make room for new watch designs — the Guild announces a factory close-out policy on discontinued models. They carry the usual Gruen guarantee and service. While they last these watches may be purchased from any of the stores listed below at greatly reduced prices.

Although forced out of Gruen's line because of the pressure of new designs, these "close-outs" have established dollar value, and at special prices, possess outstanding value when associated with the name "GRUEN".

BUY YOUR GRUEN WATCH FROM ONE OF THESE DEALERS.

They are the only authorized Distributors in Toronto

DOWNTOWN

Chapman Bros., Ltd., 261 Yonge St.
Ellis Bros., Ltd., 98 Yonge St.
G. A. Irwin, 824 Yonge St.
Kent's Ltd., 144 Yonge St.
G. Kling, 241 Queen St. W.
The Robert Simpson Co., Ltd., Yonge St.

EAST

Carl E. Brown, 986 Kingston Road
Wm. A. Coy, 962 Danforth Ave.
W. E. Fitzgerald, 360 Danforth Ave.
G. A. Irwin, 2044 Danforth Ave.
Maybee's, 209 Danforth Ave.
H. Purnell, 136 Main St.
H. Purnell, 2181 Queen St. E.

WEST

C. H. Blakey, 2316 Bloor St. W.
H. T. Morris Ltd., 675 Lansdowne Ave.
Ostrander's Ltd., 1448 Queen St. W.
Ostrander's Ltd., 2955 Dundas St. W.
Ostrander's Ltd., 1092 St. Clair Ave. W.
G. L. Taylor, 991 Bloor St. W.
H. B. Tisdale, 341 Roncesvalles Ave.

NORTH

T. H. Brown Ltd., 1481 Yonge St.
J. H. Gilroy, 2485 Yonge St.
A. H. Gray, 3208 Yonge St.



Look for this Emblem on the Store Window — it identifies the authorized Gruen Jeweller.

Guild Offices:

Cincinnati - New York - Los Angeles
Paris - Berlin - Biel - Geneva

GRUEN
WATCH MAKERS
GUILD

Engaged in the Art of fine watch making for more than half a century.

Toronto, Canada

This is the new way to start Breakfast

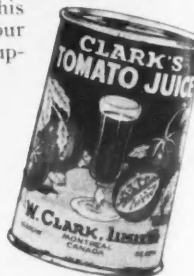
Clark's appetizing Tomato Juice . . . juice squeezed from big, red-ripe tomatoes — fresh from the vines. It's the new, healthful way of starting breakfast!



On every tin you will find many delightful ways of serving this refreshing drink—your nearest grocer can supply you!

CLARK'S
TOMATO JUICE

W. Clark Limited, Establishments at Montreal, P. Q., St. Remi, P. Q., and Harrow, Ont.



a sprig of fresh mint, and fill up the glass with either brandy or whiskey. One is led to believe that Southerners are raised on mint juleps exclusively. We soft Northerners don't find them baby food.

Will lower wages and higher dividends make prosperity? Well, does a rich man buy ten million pairs of pants?—*Publishers Syndicate.*

A Chicago man has been invited by Russia to help plan her cities. It just goes to prove that Chicago is better than we think it is, or Russia worse.—*American Lumberman.*

The low price of silver doesn't seem such a calamity when the wedding invitations begin to come in.—*Calgary Herald.*

Wilkins's submarine can bore through thirty feet of ice. A trip on it would be great training for a social climber.—*Wichita Eagle.*

A Swiss economist is convinced that American men are wasting too much time on women. That is because he does not know American women.—*Buffalo Courier-Express.*

Marvelous Days Await You At Colton Manor
One of the Finest Hotels in Atlantic City

Atop Colton Manor on the famous "Ship's Deck" . . . look out across miles of blue-green water . . . breathe in the clear sea air . . . it's marvelous what nature and Colton Manor can do—inexpensively. Booklet. Write or wire reservations.

SPECIAL LOW WEEKLY RATES
150 ROOMS OVERLOOKING THE OCEAN
SEA WATER BATHS
PAUL AUCHTER, Manager
A. C. ANDREW, President

a real treat

try this RECIPE

RIBBON SANDWICH —
Ribbon slices of sandwich butter slices of slice with bread. Place, adding a Cover Paris Pate, adding a Cover chopped crisp bacon tomato second slice with firm tomato. Place in refrigerator with weight on top. Slice when ready to serve. The Sandwich Delicacy for all occasions.

PARIS PATE

TWO DASHING NEW Ford Convertible Cars

IN THE past few months, the Ford Motor Company of Canada, Limited, has introduced two new five-passenger bodies—the Town Sedan and Standard Sedan. To this distinguished group are now added the new Convertible Sedan and Convertible Cabriolet.

These latest Ford bodies are of particular importance at this season not only because of their distinctive style and



"THE CANADIAN CAR"

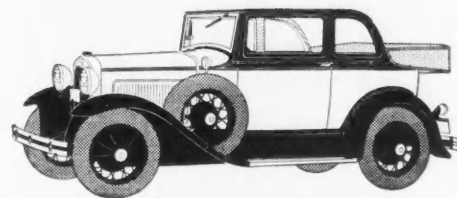
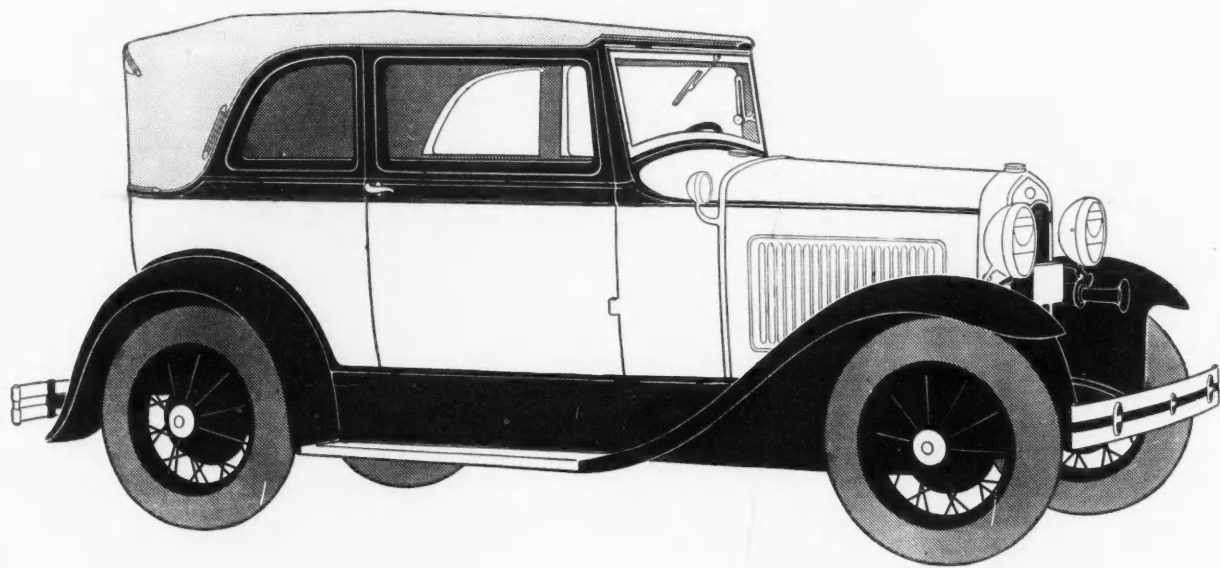
beauty, but because of the convertible feature. Each is really two cars in one.

On bright, clear days and moonlit nights, you may enjoy the exhilarating dash and freedom of an open car. When skies are overcast, or winter comes, the substantial attractive top gives you the

snug comfort and protection of a closed car. The change is made quickly and easily.

See these new Ford cars at the show-rooms of Ford dealers and make special note of their careful finish, rich upholstery and beautiful colors. You will take pride in their striking appearance and their satisfactory performance over many thousands of miles.

THE NEW FORD CONVERTIBLE SEDAN

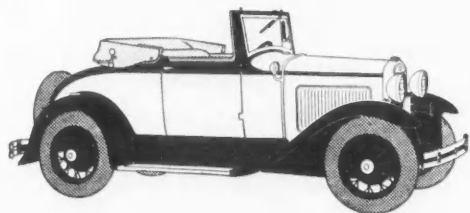


AN ENTIRELY new Ford body of impressive grace and style. Great care has been taken to make the top sturdy and substantial. Only four clamps are needed to hold it securely in place—two at the windshield frame and one on each of the rear-quarter side frames. Snaps fasten the non-shrinkable, fast-color top material to the sides. The solid frame for window and door supports is a distinctive feature. Seat cushions and backs are genuine leather, with arm rests for rear seat passengers. Driver's seat is adjustable. Side fender-well for spare tire is standard equipment. There is a choice of de luxe body colors. The slanting windshield is made of shatterless safety polished plate glass.

\$765

F. O. B. East Windsor, Ont., plus taxes. Bumpers and spare tire extra at small cost.

(Safety glass is optional in all doors and windows at small additional cost.)



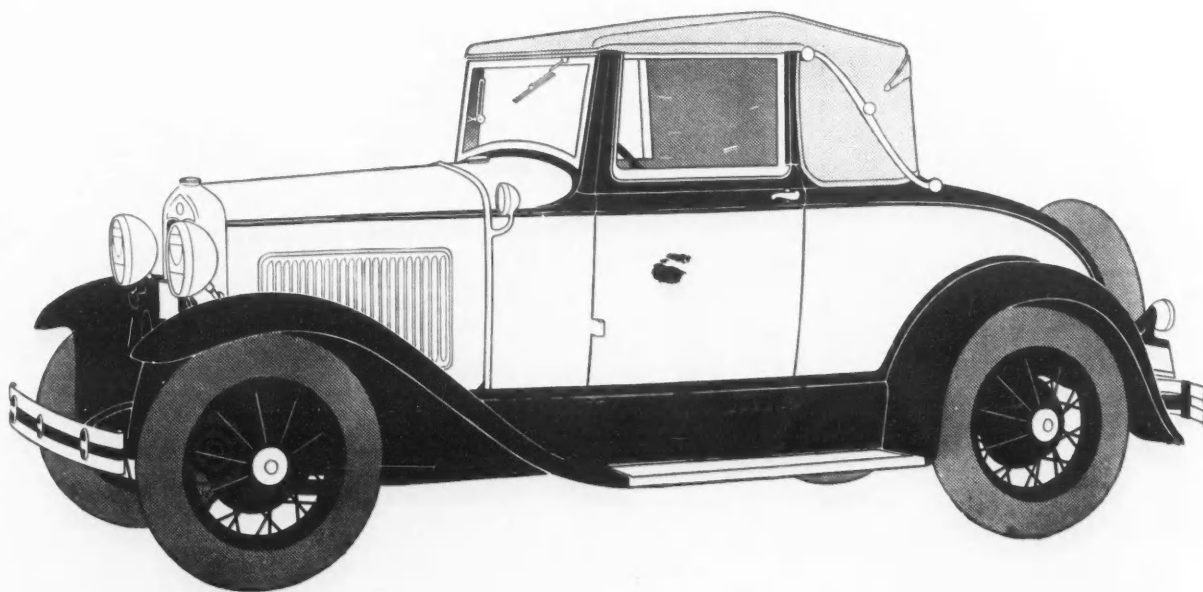
THE NEW FORD CONVERTIBLE CABRIOLET

SMART STYLE and utility are combined in the beautiful new Ford Convertible Cabriolet with the slanting windshield and sloping top. It is really two cars in one—so easily can you change it from a roadster to a coupe. The enduring body finish is offered in a variety of rich, attractive colors. Radiator shell, headlamps and other exposed bright metal parts are made of Rustless Steel. Upholstery of driver's seat is available in a fine quality Bedford Cord. Seat is adjustable. The slanting windshield is made of shatterless safety polished plate glass. Attractive top material is fast color, non-shrinking, with a sliding seam fastener for the wide, rear window. Wide, comfortable rumble seat is standard equipment on the Ford Convertible Cabriolet.

\$710

F. O. B. East Windsor, Ont., plus taxes. Bumpers and spare tire extra at small cost.

(Safety glass is optional in all doors and windows at small additional cost.)



FACE THE SUN WITH FEARLESS GRACE

If you would know the art of keeping your beauty cool tempered in a hot tempered season, visit the Salon of Helena Rubinstein.

Benefit by Helena Rubinstein's amazing knowledge of all skins and their reactions to all climates. This beauty service is available to you without obligation.

Indispensable Summer Beauty Aids

Sunproof Beauty Foundation—a most flattering cream which cools and safeguards the skin against sunburn, freckles, and tan. Corrects shine . . . 1.50

Sunproof Beauty Powder—wonderfully becoming and adherent. Prevents sunburn, freckles and tan . . . 2.00

Sunburn Oil—for beach, tennis court and green. Encourages a beautiful tan without burning or blistering . . . 1.50

Waterproof Rouge en Creme

—stays on through swimming and other outdoor sports. Youthful . . . 1.00

Enchanté Lipstick—a lipstick for connoisseurs. The most permanent lipstick ever created. Gives a soft, smooth finish. Two perfect tones to harmonize with every type and every costume—Blonde (light) Brunette (medium) . . . 2.00

Helena Rubinstein's preparations are available at her Salon and at the better department and drug stores.

PARIS **helena rubinstein** LONDON
126 BLOOR ST., WEST, TORONTO · Telephone Midway 4047

3913-A

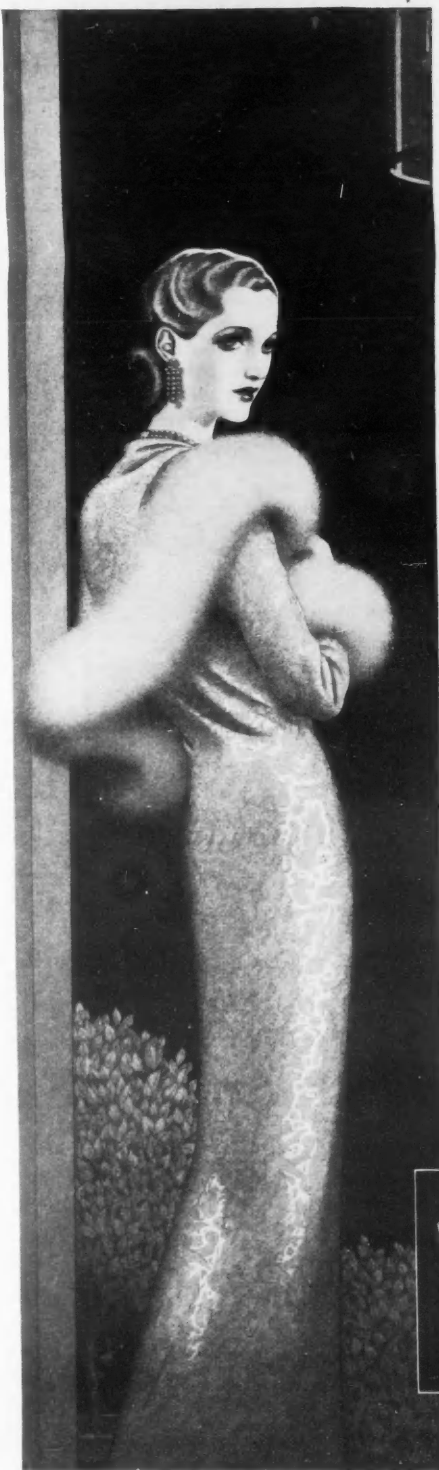
Cuticura—assurance of a good, healthy scalp.

It removes rashes and blemishes, too

THE regular, consistent use of Cuticura Ointment and Cuticura Soap is assurance of a healthy scalp. Let the shampoo be preceded by an application of Cuticura Ointment (if there is dandruff or skin irritation); then shampoo with a strong suds, or with a soft soap made by dissolving shavings of Cuticura Soap in a little hot water. You will be pleased with the healthiness of your scalp.

Sold everywhere. Soap 25c. Ointment 25c. and 50c. Talcum 25c. Shaving Cream 35c. Canadian Depot: J. T. Watt Company, Ltd., Montreal. Try the new Cuticura Shaving Cream.

inconspicuous



Modess
So Infinitely Softer
A Johnson & Johnson Product

World's largest makers of surgical dressings, bandages, Red Cross absorbent cotton, etc.



MRS. THOMAS ALEXANDER THORNTON
Formerly Miss Edith Eleanor Ellis, daughter of Mr. and Mrs. C. Glenholme Ellis, Brantford, and grand-daughter of the late John F. and Mrs. Ellis, Toronto, whose marriage took place at Zion Church, Brantford, May 30.
—Photo by Ashley and Crippen.

A Natural Flush

By ISABEL MORGAN

THERE'S a magical something about rouge that puts a sparkle in the eye and new vividness in the face. Applied subtly and with a nice discrimination a most charming effect can be achieved, and the woman who disregards rouge in her make-up is likely to appear just a little drab and uninteresting when in the company of those who do know how to make effective use of it. Perhaps that is why there are so few women who can afford not to wear it.

One has a choice of three kinds of rouges. For the dry skin, there is either the cream or dry rouge. For the oily skin, the dry or liquid rouge. The normal skin will use any one of the three.

Cream or liquid rouge is excellent when it is desirable for it to remain on all day since it can be renewed from time to time with dry or cake rouge. This, of course, should match the first rouge exactly. It is important to remember that both liquid or cream rouge are applied before the powder; dry rouge after the powder. The little cake of dry rouge should be kept handy to freshen up the color.

Cream rouge is applied with the tip of the fingers. Apply it sparingly and in three dots placed about an inch apart in the shape of a triangle. Blend these dots together in toward the center, and then begin to blend away from the triangle so that the color fades out imperceptibly like the natural flush of the cheek. The color will appear more natural if it is applied to skin that is slightly moist either with cream or water.

Liquid rouge is applied either on a moistened bit of cotton or with the tip of the fingers which have been dipped in cold water. The liquid rouge dries quickly, and the secret of using it successfully is to know first exactly where the color is to be applied and then to work quickly before it dries. The cream rouge takes a little longer to dry and more time can be spent blending it carefully. The liquid rouge remains on the skin until it is removed, and the cream almost as long. This feature makes them excellent to use as a lasting foundation color.

Some points that should be remembered when rouge is applied:

The eyes—If they are pale, place rouge low on the cheeks, and do so sparingly. Dark, use a bright rouge and place it high on the cheeks to make them very brilliant and accentuate their deep color.

The shape of the face—If it is round, place the color toward the bridge of the nose and don't let it extend out into the cheeks.

Thin, the opposite rule governs, and rouge is placed on the cheeks away from the nose.

Long and narrow, it will appear shorter if it is rouged high up on the cheek bones.

Receding chin, place a spot of rouge in the center to give it prominence. Because of this it never should be used on a chin that is heavy or conspicuous in any way.

It is clever to rouge the lobes of the ears if they are to be left uncovered. This is a little touch that

gives the whole face and head an appearance of completeness.

The whole secret of using rouge successfully lies in applying it sparingly and deftly. The latter comes with practice, and the former must be borne in mind whenever one is tempted to apply it in too liberal quantities.

This is something that is particularly important for the older woman to bear in mind. Since her own coloring is more subdued, she can get charming effects by using the softer tones and applying the rouge very sparingly. If the face is too obviously made up, it will tend to make it appear hard, call attention to lines that otherwise would be unnoticed, and add to its age instead of subtracting from it.

One cannot be certain of the effect unless rouge is applied with the light shining directly upon the face. Do not make the mistake of using artificial light if daylight is available and the rouge is to be worn during the daytime, or vice versa. A totally different effect is obtained in the two lights. More rouge is used in the evening than during the day, hence the effect will not be a well-balanced one if the wrong light is used when it is being applied.

Subtlety and naturalness are the qualities which make the flush upon a lady's cheek a lovely thing indeed, and so it merits our most painstaking care.

DRESSING TABLE

ANY detail of dress that will accent the natural lines of the figure has the approval of Paris. Clothes that cling, clothes with no flying ends but with lines that stay in their proper place, clothes that are simplified down to a few telling seams—these are the favorites of the French capital.

The half-belt—especially the one which can be adjusted easily to the wearer's figure—is especially popular. Since all women cannot wear the fitted "princess" dress, which is cut exactly to fit the figure and has no belt at all, they like to wear the nearest thing to it—a dress which shows one side of the waist belted and the other beltless.

One dressmaking house on the Rue de la Paix uses this feature in many of their heavy satin evening dresses. The gowns are made quite simply, fitting the figure to the hips, then gradually flaring. There is a half-belt, attached with a buckle at the front and finished with a brooch at the back, so that the wearer may fasten it wherever she pleases.

Dr. Millikan thinks radio will be the salvation of American unity. Has the good doctor ever witnessed a domestic knockdown and dragout over which station should be tuned in?—Wichita Eagle.

"If you want to get rich," advises a multimillionaire, "sell the people things they can't do without." Such as ginger ale, say, or lipsticks, or something to go in the lily pool.—Macon Telegraph.

WAVE-A-MOULD

Paramount in the
World of Hair Dyeing
and Hair Dressing
Treatments.

HAIR DRESSING

The personal attention given to every customer by Mr. N. Privitera, whose wide experience in Paris and London has equipped him with a specialized knowledge in hair dressing treatments, is your assurance of the most fashionable and expert advice.

HAIR CUTTING, finger waving, marcelling, and permanent waves—our specialty.

PERMANENT

\$3.00 - \$15.00

WAVE

HAIR DYEING

Opera Hair Dye—a new and scientific method for which we are exclusive agents in Canada. It banishes grey hair, restoring the natural color, original lustre and fine suppleness. No softening or bleaching is required before applying OPERA HAIR DYE, which is absolutely safe and leaves no red metallic tinge to the hair.

Our prices for OPERA HAIR DYE range from \$4.50 - \$50.00

The \$50.00 treatment carries with it a written guarantee for 12 months.

WAVE-A-MOULD LIMITED

Featuring OPERA HAIR DYE and HAIR DRESSING

For Enquiry
Phone
Adelaide 0441

97

YONGE ST.

For Appointments
Phone
Adelaide 0488-0489

Velvet Smooth—Lily Fair Treatments that Produce a Lovely Skin

The actual texture of a woman's skin may be very fine, and yet she may be afflicted with any one of these defects:—PIMPLES, BLACK-HEADS, RASHES, MOTH PATCHES, RED NOSE, SCALY SKIN, POISON IVY, ECZEMA, etc. Our treatment for these embarrassing blemishes is—

PRINCESS COMPLEXION PURIFIER

This remarkable fluid has the effect of removing the scarred outer skin and bringing out the fresh, clear, pink-and-white skin beneath. This treatment has been successful for 39 years, and we recommend it with fullest confidence, well knowing what wonderful results it will achieve. Sent to any address, with full instructions for home use, on receipt of price, \$1.50.

WRITE FOR BEAUTY BOOK, "X"—FREE

HISCOTT INSTITUTE, LTD., 61F College St., Toronto



Learn this Secret of Charm

At the Cafe de la Paix . . . in the members stand at Longchamps . . . on the beach at Biarritz . . . "4711" Eau de Cologne adds charm to women whose hearts are young. "4711" Eau de Cologne revives, invigorates, and imparts self assurance. Its haunting fragrance relieves fatigue . . . drives away headache. Use it in your bath and as a massage. Dab it on wrists and temples after strenuous sport. Carry it in your purse for use at theatre, dance or when travelling.

Look for the bottle with the blue and gold label at all drug and toiletry counters . . . 50c, \$1.00, \$1.50 and up. There are also "4711" Eau de Cologne Cream Soap, Bath Salts, Face Powder and a host of other dainty "4711" necessities for the dressing table. Sole Canadian Distributors, Whitlow Agencies Limited, 165 Dufferin Street, Toronto.

4711

Genuine
Eau de
Cologne



Sole Canadian Distributors
PALMER'S LIMITED
Montreal.

X-BAZIN
Cream or Powder
HAIR REMOVER
THE FORMULA OF DOCTOR XAVIER BAZIN PARIS

Golden Glory
Fair hair gleams like spun gold when washed with Evan Williams "Camomile", the safe Shampoo.
For your shade of hair there is an Evan Williams Shampoo at your drug store.
An Empire Product
SOLD EVERYWHERE
Sole Canadian Distributors
PALMER'S LIMITED
MONTREAL.

To display wall
Tapestries
fasten them up with
MOORE PUSHPINS
6 Colors, 3 Sizes, Glass heads
Sold by dealers everywhere.
Moore Push-Pin Co., Philadelphia

Best for You and Baby too
BABY'S OWN SOAP
275
Albert Soaps Limited, Mfrs., Montreal.

for **STIFFNESS**
Plenty of Minard's well rubbed in soon sets you right. Bathe the sore part with warm water before you start.
34
You'll soon limber up!
MINARD'S
"KING OF PAIN"
LINIMENT

Headaches—lack of energy—sleeplessness—are usually the results of **unsuspected constipation**. The one natural, and proved corrective is

ENO'S
'FRUIT SALT'

Week-End Notes

By MARIE-CLAIRE

Those Holidays

IT has become popular lately, indeed something more than a joke, for columnists in various periodicals and papers to fill in the slack summer months in their particular trade with Vacation Notes. Mr. St. John Ervine does it in the London Observer, giving, under his customary heading "At the Play" a little series of bedtime stories about his visit to Scandinavia: Mr. Robert Benchley does it under "The Theatre" in the New Yorker. As Mr. Benchley explains, it is just the old composition we all struggled with at school "How I spent My Summer Holidays"—up to date.

Not to be outdone by these members of the intelligentsia, and far from baffled by the fact that we have not yet had our vacation, we would like to chat about our Summer holidays too. It is bound to be very much what it always has been, as in yours, and if you are one of those sanguine people who expect it to be quite different this year you have not learned to face realities, that's all.

When we come to pack it is found, as usual, that all our summer clothes need laundering. They aren't honestly soiled, but they all look mussed and totally unfit for the eagle criticism of our yearly summer neighbours. This happens to us every year although we wear nothing but our heavy old wool suit during the last few sweltering days before we entrain. In fact we start saving up the linens and the voiles weeks before, but they fool us every time. Two voiles are hurriedly washed and ironed at the last moment—the rest go in the bags with imprecations. (During the time we are away we wear one of the voiles and the more crushed of the linens. A bathing suit and a tough jersey outfit left behind at the cottage last year alternating and proving, as usual, quite adequate.)

The bags packed—the pets are the next worry, and how! Whether to starve the cat all day and give him an immense meal and raw liver before he is shut into the entirely inadequate, but largest available market basket in which he travels, or feed him empty, has caused the usual argument. Believers in the first theory cite his well known tendency to sleep for hours after a meal, supporters of the second plead the cruelty of adding to a baggage man's ordinary woes. This settled it is discovered Tyke, the imitation Irish bulldog, is lost. Found finally, and taken down early to the train the new law about muzzles on all travelling canines threatens to baffle everyone. Assuring the baggage man Tyke is a dear amiable dog who wouldn't snap at a horse fly, doesn't seem to be getting us anywhere, but the thing is finally settled by Tyke's lying down amiably in the doorway of the baggage car and going to sleep. Everything is settled now but the gold fish, always a problem since so few of our friends seem to share our tender regard for these faithful little beasts. The cowardly expedient of delivering the gold fish by hand, with a note on their care and charm, to the home of a staying-at-home friend when that friend is out for the evening is to be deplored. Finally Mrs. Smith close by reluctantly agrees to entertain them, with a warning rider about her cat's passion for fish.

We catch the midnight train by ignoring all traffic lights and

rules, and subside in the berth in a state closely resembling hysteria. Our summer holiday has begun.

Whitewash

PRESUMABLY all smart sensible women have already bought their bathing suits and beach clothes. Of course they have; isn't this the middle of July? There are, however, all the rest of us who aren't sensible (ask any man how many) and I'm not sure we aren't smart. Perhaps smarter. Isn't this the month of bargains?

The white bathing suit is certainly the thing to buy this year if you have kept your weight down. There are times, particularly after a visit to any popular bathing beach, when the only solution of the bathing problem for those who haven't kept it down seems to us a nice private shower, even though all these insinuations about "athlete's foot" are beginning to take some of the quiet pleasure out of that corner of the bathroom. White wool jersey looks lovely against a tanned skin. It's a responsibility of course, for it always has to be carefully rinsed, and often well washed before it is ready to dry and use again—but there, we women face trouble with a brave smile. The best suits are tucked, sometimes in diamond patterns; sometimes bands, borders, and insets of tucked jersey trim them. They have, or all should have, a double weight of jersey across the chest and the "shorts" are pleated fore and aft, or nothing but a skirt behind and shorts in front. One of the best I have seen has a white jersey bolero to go with it everywhere but on a long swim. It is tucked all over (tiny tucks about an inch apart) and the tucked diamond inset in front ties with two inch jersey ribbons at the point of the sun-tan "V" at the back. A jade or turquoise rubber "Agnes" turban to wrap around your head, a beach wrap of terry cloth to huddle round your person, and rubber T strap sandals with a one inch heel to decorate your feet—all exactly the same shade, even I, who hate it, can thus face cold water with equanimity.

Schiaparelli sponsors hand knitted bathing suits and there isn't a doubt they are swell when they're good. If you feel as I do however about that epidemic of hand knitted sweaters we women fought so nobly through about five years ago you will look at the copies of this full-of-fun designer's suits, say, "How amusing", and buy a machine knitted jersey cloth. Only her originals seem worth getting excited about. Jane Regny, the greatest of all the sports clothes designers to date, uses jersey in two colours and insists on your buying your own sailor trousers with, and to match your suit. Putting sailor trousers back on again when you leave the water doesn't appeal to some of us, but there are a few smart young things who can make any gesture possible, however awkward. For them then these "gobs" that stay up by themselves by clever fitting yoke, or a wide self belt with a square buckle.

Scales and Jails

THE Imperial University in Japan has just awarded a diploma to a medical officer at a Japanese jail for his thesis on the proposition that fat men are rarely criminals. Crimes, says the writer, are almost invariably

committed by the lean and slender. Presumably this deduction is founded on years of observation, and if true it lends great significance to a recent announcement from nearer home. An American writer says that twice as many men as women are now taking slimming treatments in New York. He suggests, as a possible explanation of this fact, that to keep slim is an outward and visible sign of solvency, only the rich and leisured being able to afford the expense and fag of being massaged, pounded, baked in Turkish baths or taught to throw medicine balls about. The man of moderate means, on the other hand, has in very truth to take his figure as it comes, eat what he can afford whether it's starchy or not, and presumably keep his nose, however fat, to the grindstone.

Was it because of his confidence in their superior morality that Caesar said, "Let me have men about me that are fat"? Is Mr. Al. Capone's generous figure really a disguise? Was Henry VIII no worse than a dear old thing with a passion for variety in family life, and stout Nero really golden at the heart?

If the Japanese writer is correct it is just possible all this masculine fight for slimmness will result in a new crime wave, with its centre transferred from Chicago to New York. Think, if you can without shuddering, of the morality with the surplus flesh being sweated out of so many men. Surely something should be done about it before it is too late, and all our fat and amiable brethren are reduced to thin potential criminals.

Maybe there would be fewer conferences and things, if the nations would get together on the basis of canceling the war doubts, too. —*Boston Herald.*

Wife—"That new maid of ours must be from New York. She speaks of the nursery as the 'noisery'."

Hub—"Well, I rather think that's the way it should be pronounced."—*Boston Transcript.*

Mr. Kangaroo—"But, Mary, where's the child?"
Mrs. Kangaroo—"Good heavens! I've had my pocket picked." —*Christian Advocate.*

Paderewski is said to have the muscles of a prize-fighter. It doesn't seem to matter which kind of ivory you punch.—*Publishers Syndicate.*

It's different in the Army, but in business Private Information far outranks General Knowledge.—*Arkansas Gazette.*

TEAS

OF CEYLON
AND INDIA
BLENDED TO
QUALITY

Blended by experts who constantly maintain the highest standard of quality.

"SALADA"
TEA
"Fresh from the gardens"

Short HOLIDAY Sea Trips

Excellent First Class Accommodation at Very Reasonable Rates

to BERMUDA and return

Fortnightly Sailings from
MONTREAL
Next Sailing
R.M.S. LADY SOMERS
FRIDAY, JULY 31st
For full particulars apply to
any authorized steamship
agent or

A deluxe cruise, including part of a day in lovely Bermuda. Glorious shipboard life. Sunny skies. Cooling trade winds. Here is a holiday well within your budget; a holiday you will remember all your life. Other trips at very reasonable rates to Nassau, Bahamas, Kingston, Jamaica, Dominica, Barbados, Trinidad and British Guiana.

CANADIAN NATIONAL STEAMSHIPS

6 KING STREET WEST, TORONTO

Cleans Instantly and glistens for a Lifetime!

No matter how small your bathroom, it can have the beauty of this Crane Norwich lavatory, with its attractive new design, its vitreous china that cleans at the touch of a damp cloth and glistens for a lifetime. Its two compact sizes measure only 18 x 20 and 19 x 22 inches. Its *Securo Jr.* supply and direct lift waste fitting measures only 6 inches from handle to handle, leaving the slab free for your convenience.

No matter how small your house and how limited the portion of your building budget that can be devoted to plumbing, you can have Crane beauty and convenience in all the fixtures of bathroom, kitchen, and laundry; Crane quality in the piping behind the walls. Better Crane materials can be purchased and installed for no more than the cost of the mediocre ones. You can modernize an older house with them, and pay only a small amount down, the balance monthly.

Visit nearby Crane Exhibit Rooms to see the complete range of Crane plumbing



The Crane Norwich lavatory No. 506-E2. You can have this vitreous china fixture in white or your choice of eleven charming colors.

ing materials and choose the ones that you prefer. Or mail the coupon below for our latest book, illustrating and describing all new plumbing ideas. For purchase and installation, see a responsible plumbing contractor.

Valves **CRANE** Fittings

FIXTURES, VALVES, FITTINGS, AND PIPING, FOR DOMESTIC AND INDUSTRIAL USE

Crane Limited, General Offices: 1170 Beaver Hall Square, Montreal
Branches and sales offices in twenty-two cities in Canada and British Isles

Mail this coupon today

Crane Limited, 1170 Beaver Hall Square, Montreal
Please send me, without obligation on my part, your latest book on plumbing and heating.

Name
City Province



MISS MARGUERITE STRATHY

Who has been successful the past two seasons in the production of children's plays at McGill University, Montreal.

—Photo by Rice, Montreal.

A TOWN-RESIDENCE without a care or worry on your part, affording every conceivable luxury and attendance, delightful lounge-reception rooms, unexcelled restaurant service—that, briefly is the distinctive appeal of the Alexandra Palace.

Alexandra Palace
(An Apartment Hotel)
University Avenue, Toronto
Telephone Midway 6886
Personal Direction of Mr. H. H. Harris

STUDIO: 86 YONGE STREET

Charles Aylett
PHOTOGRAPHS
TELEPHONE: ELGIN 8714

Wm. J. Munnell
93 WEST BLOOR ST.
TORONTO
CAMERA PORTRAITS

Member of F.T.D.A.

Dunlop's
CHOICE FLOWERS
8 to 10 West Adelaide St.
TORONTO
Flowers Telegraphed Anywhere

THE WENTWORTH ARMS
HAMILTON, CANADA
Phone Regent 6040
Situating Main St., opposite Court House and one block from C.P.R. Depot.
"Most attractive home like Hotel in Niagara district." All rooms, running hot and cold water, also bath, recently been re-decorated. Good meals in our artistic Dining Room—Try the special Chicken Dinner on Sundays. Afternoon Tea in our beautiful Tea Room.



ASHES of ROSES

THE PERFUME of HAPPINESS
★ A BOURJOIS CREATION

As effective as gay music, pleasing colors, or a perfect dancing partner, in charming away sadness, Ashes of Roses is the most tenderly wistful and personal Parfum. Known as the "Perfume of Happiness" it gives one a sense of radiant content.

Dainty French Flacon . . . \$1.00
Larger Sizes . . . \$3.00 and \$4.50
POUDRE ROUGES CREAMS
LIPSTICKS

Sole Canadian Distributors:
PALMER'S LIMITED
MONTREAL

Announcements
BIRTHS - ENGAGEMENTS
MARRIAGES - DEATHS
\$1.00 PER INSERTION
Paid in advance
All Notices must bear the name and address of the sender.

ENGAGEMENTS
Mr. and Mrs. H. B. Fetterly, Belleville, Ontario, announce the engagement of their daughter, Muriel Evelyn, to Trevor Rhys Cuykendall, M.S., of Cornell University, Ithaca, N.Y., son of Mr. and Mrs. F. F. Cuykendall, of Denver, Colo. The marriage will take place quietly the middle of August.

The thrifty housewife is turning a canny eye on these fresh fruits and vegetables.—Arkansas Gazette.

THE SOCIAL WORLD

By ADÈLE M. GIANELLI

HIS HONOUR, the Lieutenant-Governor of Alberta and Mrs. Walsh recently entertained at a young people's dinner and dance for Lord Duncannon who was spending a couple of days in Edmonton. It was the first function to mark the new regime and Government House was especially festive for the occasion, as it has been redecorated lately and entirely rejuvenated by the excellent taste of Mrs. Walsh. When I was there in the Spring, the royal suite which Lord Duncannon was to occupy, was being done over in pale blue and it looked most Prince of Wales-ish . . . not a bit ponderous but very jolly with its huge windows open to the river by the slim, golden poplars that make Edmonton seem such a young thing with a place in the sun.

Entertaining young notables in these days demands that lighter touch which distinguishes the 20th century. It is exciting to the imagination to contrast the overwhelming magnificence which greeted the gay Lady Mary Wortley Montagu of the 18th century when she visited the Sultana Hafiten. We read that: The knives were of gold, the hafts set with diamonds. But the piece of luxury that grieved my eyes was the tablecloth and napkins, which were all tiffany, embroidered with silks and gold, in the finest manner, in natural flowers. It was with the utmost regret that I made use of these costly napkins, as finely wrought as the finest handkerchiefs that ever came out of this country. You may be sure they were entirely spoilt before the dinner was over. The sherbert, which is the liquor they drink at meals, was served in china bowls, but the covers and salvers massy gold. After dinner, water was brought in a gold basin, and towels of the same kind as the napkins, and coffee was served in china with gold "soucoupes". Thus ended a repast that had consisted of fifty courses which were set on the table but one at a time!

Mr. Rankin Nesbitt, Mr. Wallace Nesbitt, Mrs. H. D. Warren, Mr. and Mrs. W. H. Cawthra and Dr. Charles Copp, of Toronto; Mrs. Edith Archibald, of Halifax; Mr. and Mrs. T. H. Kirk, of Vancouver; Captain Mark Vernon, of Ottawa; Miss Ethel Bennett, of Winnipeg, and Mrs. V. V. Henderson, of Montreal, are among the Canadians attending the centenary celebrations of the Order of St. John of Jerusalem, the history of which is an historical pageant.

H.M. the King, wearing the black mantle of sovereign head of the Order bearing the eight-point star over his uniform of Field-Marshal, held an investiture in the ballroom of Buckingham Palace and there were numerous banquets of colorful tradition in the perfect setting of old London. The Prince of Wales and the Duchess of York both entertained, the former at St. James' Palace where the venerable clock-tower and grey courtyards are hardly indicative of the splendor within. And the Duchess of Devonshire gave an afternoon reception to overseas visitors.



MRS. C. R. SMITH OF GUELPH
Who before her marriage was Miss Eleanor Savage.
—Photo by Aber, Toronto.

The town-house of the Devonshires was formerly occupied by Lord Kitchener who lived in it during the war. But on the demolition of Devonshire House in Piccadilly when the Duke and Duchess took over the great mansion that overlooks the Mall, much of the fine wood panelling and carved doorways were incorporated into their present home where once the famous soldier dwelt.

Soldiers were hosts at one of the cheeriest parties of midsummer when Major Timmis and the officers of the Royal Canadian Dragoons entertained in the historical headquarters compound of Niagara Camp. Mrs. Baty and Mrs. Heming received with Major Timmis, the commanding officer, and the tea-tables shone with the regimental silver for which this cavalry regiment is noted. Many parties motored over from Toronto, Hamilton and St. Catharines and the smart summer colony at Niagara-on-the-Lake turned out in their prettiest frocks.

Sailors too, bidding for feminine favor after the military ball given by Brigadier Sutherland Brown and the officers of Work Point Barracks, gave a dinner-dance which brightly entertained Victoria. The ball which was given for the officers of H.M.S. Dragon, happily coincided with the visit of Lord Duncannon, who was the guest of Mr. and Mrs. W. J. Spencer. And the latter's dance for Their Excellencies' heir was one of the three smartest social events of that week. The dinner-dance given by the sailors, Captain Spooner and officers from that visitor in port, H.M.S.

Dragon, completed a week of gala entertainment on the Western coast.

The middle West, like the rest of Canada, is in a siesta of summer-resorts, but I hear that Calgary was refreshed by Wilda Blow giving a song recital after her four years in Europe. Hers is a cool, pretty name to attract to a summer concert.

The Red River, on the other hand, has not a name to suggest that pretty peaceful stream which flows by one of the most popular summer haunts of Winnipeg society. The Motor Country Club certainly does lure with the sophisticated interior decoration of art moderne, but dance in its lantern-lit rooms or explore its cellar taverns and one comes upon one of the oldest of Western traditions. One hundred years ago, in 1831, Lower Fort Garry was built by eight long years of toil. To-day this Hudson Bay trading post which Louis Riel captured for one day, is now the most delightful motor-club I know. It is the only original stone fort intact in North America, which dates back to fur-trading days and the club, in leasing it from the Hudson Bay, has combined in faithfully preserving the original features of the day when the Governor and his lady made it the social capital of the entire Canadian North-west.

Captain Ralph Rayner, a former A.D.C. to Lord Willingdon, has married the demure Betty Court-auld, whose brother was rescued recently from the Greenland ice-cap. At their marriage in Essex, the bride wore the simplest of wedding-gowns with a plain tulle



HARSHAW-BROOKS WEDDING

Mr. Quay Kilbourn, (Owen Sound), Miss Isobel Watson (Brantford), Mr. Arthur Kembar (Toronto), Miss Jean Gibson (Brantford), Mr. Joseph McDougall (Toronto), the bride, Mrs. Egerton B. Harshaw, formerly Miss Lois Brooks, the groom, Mr. E. B. Harshaw of Montreal, Mr. Leslie Roberts (Montreal), Miss Mary Parsons (Goderich), Mr. W. Dudley Brooks (Brantford), Miss Margaret Robinson (Penetanguishene), Mr. Frank Wilkinson and Mr. Digby Wyatt of Toronto.

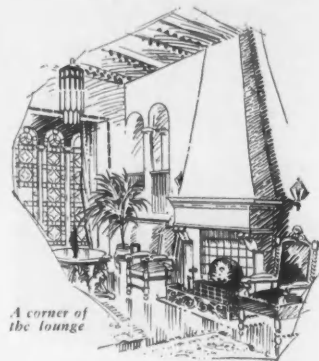
—Photo by Walter Dixon, London.

The Claridge

AVENUE ROAD • TORONTO

ON the hill . . . an attractive residential block with the features of quiet dignity, comfort and restfulness.

LARGE and well proportioned rooms, English wood block flooring . . . tiled bath-rooms with showers . . . efficient service. Suites of from 1 to 10 rooms—at really moderate rentals.



THE ROYAL TRUST COMPANY
Rental Agents and Managers
59 YONGE ST., TORONTO
EL 7421

"Fragrant hospitality" describes Red Rose Orange Pekoe Tea. Served to your friends—a delicate compliment.

RED ROSE TEA
"is GOOD tea" 244



BEAUTIFUL BERMUDA

Down pink coral beaches—soothingly soft under foot . . . to the sun-warmed waters of an opalescent sea . . . the thrill of a lifetime. All out-doors in Bermuda is equally alluring and enchanting. Modern hotels afford every comfort in a land of history and romance.

For beautiful illustrated Booklet, write the Bermuda Trade Development Board, 105 Bond Street, Toronto 2.

Be Cautious

when offered a substitute for Kotex



SOME day you'll be tempted to try a substitute for Kotex. It may look the same.

But where was this substitute made? How? By whom? What do you know of its cleanliness—would a hospital consider it safe to use?

All these things, you see, are implied in the careless phrase, "just like Kotex". That is why you must be careful. Kotex is adjustable. It is treated to deodorize.

The safe thing to do is to insist on Kotex. Genuine Kotex. Then you know you're safe. Kotex is used in the finest hospitals from coast to coast.

Matchless Comfort

Kotex is so marvelously comfortable, too. Its softness lasts. Soft, filmy layers make adjustments easy. Wear it on either

KOTEX IS SAFE . . .

1. Can be worn on either side with equal comfort. No embarrassment.
2. Kotex is soft . . . Not merely an apparent softness, that soon packs into chafing hardness, but a delicate lasting softness.
3. The Kotex absorbent is the identical material used by surgeons in Canada's leading hospitals.
4. Disposable, instantly, completely.

side with equal protection. The gauze, too, in Kotex is specially treated to make it amazingly soft.

KOTEX
MADE IN CANADA 1891



INSPIRATION vs PLAN

House furnishing and decorating can be carried out in two ways. Either you can work to a definite plan for each room, or, if you have the flair, you can buy furnishings, item by item, as inspiration prompts you. Few people have the flair. . . .

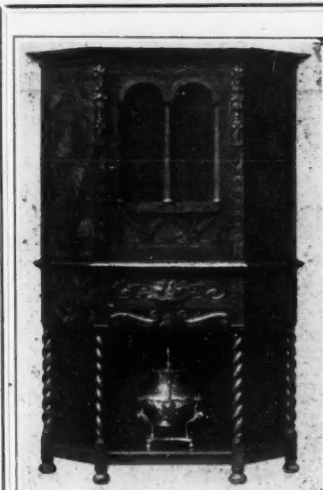
It is better to work to a plan and have a skilled decorator and furnisher to advise you. That is where Ridpath's come in. Ridpath's will be pleased to advise home makers on any point in home furnishings. Some of the nicest homes (big and small) in Ontario have been made liveable by Ridpath's.



ALWAYS— A Perfect Complexion

Whatever the climate or time of year, you can keep your beautiful skin smooth and firm with the daily use of **MANY FLOWERS COLD CREAM SOAP**.

SOLD EVERYWHERE



Early English Carved Oak
Corner Cabinet.

Lionel Rawlinson
LIMITED
MAKERS OF DISTINCTIVE
HAND-MADE FURNITURE
647-649 Yonge St. TORONTO



The new and well appointed passenger liners sail from Vancouver, B.C., and Victoria, B.C.
Aug. 19 Oct. 14
"Aorangi" Sept. 16 Nov. 11
For fares, etc., apply to all Railway and Steam Ship Agents, or to the Canadian Australasian Line, 999 West Hastings St., Vancouver, B.C.

THE VANDERBILT HOTEL

Park Avenue at
Thirty-fourth Street
New York

The VANDERBILT Hotel is no more expensive than any other first-class hotel in New York.
Room and bath...\$4.25



WALTON H. MARSHALL
Manager.

veil bound with orange-blossoms. But the departure from the church was most spectacular as they drove off in an old-fashioned barouche escorted by outriders and postillions from the Royal Corps of Signals, the groom's regiment.

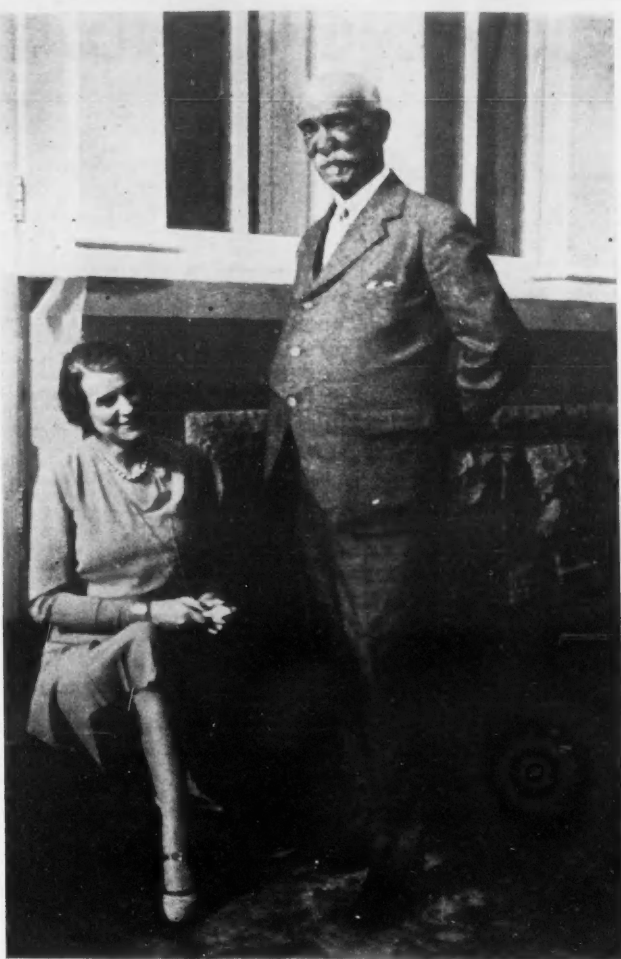
Ermine tippet and muff, the Victorian accompaniment to a tight-fitting red velvet jacket and ruffled tulle skirt, was worn one June evening at a smart London restaurant. In fact, muffs show signs of becoming the latest vanities. One of real carnations was carried in the Royal Enclosure at Ascot where hats were larger than ever. Mrs. Philip Kindersley's extending beyond her shoulders. Lady Dashwood's sort of straw bowler (which someone quotes her as saying that it gave her a new outlook on life) was easier dealt with when the storm descended upon Ascot. I hear that Lady Dunedin was there also, looking almost as young as her step-granddaughter. Lord Dunedin, who was out here with the law lords, has been ill with a chill.

Considerable interest is being shown in the recital by Canadian artists to be held at the Wigmore Hall, Wigmore Street West, on Wednesday evening, July 22nd, 1931, at 10 o'clock, under the distinguished patronage of the Duke and Duchess of York, the Duke of Connaught, the Princess Louise, Lady Patricia Ramsay and Commodore Alexander Ramsay, the Duke and Duchess of Devonshire, Viscount and Viscountess Byng of Vimy, the Hon. R. Randolph Bruce, the Dowager Marchioness of Dufferin and Ava, Lord and Lady Cromer, the Dowager Countess Grey, the Dowager Countess of Jersey, Viscount and Viscountess Hardinge, Lord and Lady Strathcona, Viscount and Viscountess Ratendone, Viscount and Viscountess Lee of Fareham, the Dowager Countess of Minto, the Countess of Minto, the Marquis and Marchioness of Aberdeen and Temair, the Earl and Countess of Bristol and Lord and Lady Forster. Those taking part are Jeanne Dusseau, Sarah Fischer, Leslie Holmes, Virginia McLean and Gerald Moore.

A wedding of much interest to Canadians took place on Saturday, June 6th, at St. James' Church, London, England, when Miss Olive Edmondson, second daughter of Mr. and Mrs. W. Mortimer Edmondson, of Woodside Park, became the bride of Mr. Wm. James Noxon, second son of the agent-general for Ontario, and Mrs. Wm. C. Noxon. The bride wore a hand-embroidered gown of white satin with a net veil and orange blossoms. The bridesmaids, Miss Joan Edmondson, sister of the bride, Miss Evelyn Noxon, sister of the groom, Miss Molly Carnaby, Miss Dorothy Dennis, Miss Gwendolyn Knibb and Miss Esme de Rivar, wore dresses of organdy in sweet pea shades, with large white picture hats, and carried bouquets of sweet peas. After the wedding, the bride and groom left for a motor tour of the continent.

Marriages

The Catholic Apostolic church, Ottawa, was the scene of a most interesting and charming wedding, when Miss Affy Dorothy Fosbery, daughter of Major Ernest Fosbery, R.C.A., and Mrs. Fosbery, was united in marriage to Mr. Francis Jost Newson, of Edmonton, son of Mr. and Mrs. Frederick P. Newson, of Edmonton. Given in marriage by her father, the bride was attended by her sister, Mrs. Grange Kingsmill of St. Louis de Gonzague, Quebec, as matron of honor. Mr. Kenneth Fosbery of Toronto, brother of the bride, was best man, and those who attended as ushers were Mr. Grange Kingsmill and Mr. Stanley Todd. The bride wore a Saxe model gown of rose beige georgette and ecru lace, made with a short jacket. Her hat of lace straw was in a shade to match and she wore some old family jewels and carried Ophelia roses and delphiniums. Mrs. Kingsmill, as matron of honor, wore a gown of green eyelet embroidery made on long lines with flounces and trimmings of organdy. A large green straw hat was



His Honor the Lieutenant-Governor of Alberta, Mr. Justice Walsh and Mrs. Walsh snapped at Government House, Edmonton, where they recently entertained at a dinner-dance for Lord Duncannon.

worn and green shoes and gloves. Shasta daisies and delphiniums were carried. Mrs. Fosbery, mother of the bride, was in a gown of blue and oyster colored flowered crepe with a hat of blue straw. A corsage of roses and eysophilla was worn. Mrs. Kenneth Fosbery of Toronto, sister-in-law of the bride, was in a gown of flowered silk in green shades with a green straw hat. Miss Ivy Fosbery of Toronto, aunt of the bride, was in blue georgette with a black straw hat. Miss Georgina Fosbery of Tunbridge Wells, England, was in a dark blue silk ensemble and wore a dark blue straw hat. Following the ceremony, a reception was held at the residence of the bride's parents, 171 Manor Rd., and later Mr. and Mrs. Newson left for Montreal. They will proceed to the maritime provinces and will return to Ottawa, leaving later for their home in Edmonton. For travelling the bride wore an ensemble costume of white and brown and a white and brown straw hat.

The marriage was solemnized in St. James' Church, Kingston, of Kathleen Marianne, elder daughter of Rev. F. G. Kirkpatrick and Mrs. Kirkpatrick, of Kingston, granddaughter of the late Rev. F. W. Kirkpatrick, rector of St. James' Church, and grand niece of the late Sir George Airey Kirkpatrick, Lieutenant-Governor of Ontario, also granddaughter of the late C. Colley Foster, of Toronto, to Mr. Burton De Witte Smith, of Toronto, son of the late William Smith and Mrs. Smith, of Trenton, Ont. The lovely flowers of the early summer decorated the church. The bride's father officiated. Mr. Charles Stafford Kirkpatrick of Kingston, gave his niece away, and she wore a robe of soft, rich ivory satin, the wedding gown of her grandmother, the late Mrs. F. W. Kirkpatrick. The full skirt and plain bodice were but little altered from the Victorian fashions, and the Limerick lace veil, which was worn with orange blossoms, is an heirloom in her mother's family, and was worn by her at her marriage twenty-five years ago. The only modern note in this charming costume was the shower bouquet of Ophelia roses and lilies-of-the-valley.

The attendants were Mrs. Franklin George, of Toronto, and Miss Margaret Kirkpatrick, a sister of the bride. They wore frocks of printed chiffon in tones of yellow and blue; Mrs. George wearing a blue hat and Miss Kirkpatrick a yellow one. They carried yellow roses. The best man was Mr. Leonard Foster, of Toronto, a cousin of the bride, and the ushers were: Mr. Clare Kirkpatrick, of Kingston, also a cousin, and Mr. Franklin George, of Toronto. The bride's home where the wedding breakfast was served was a bower of flowers. Mrs. Kirkpatrick wore brown printed silk with a brown hat and roses and Mrs. Smith, of Trenton, mother of the groom, was in black and white, wearing a small black hat and a shoulder



Brigadier Sutherland Brown, D.O.C. Military District No. 11, Mrs. J. W. Benning, Mrs. Sutherland Brown, Mrs. Alfred Gianelli and Mr. J. W. Benning of Victoria. Lord Duncannon recently attended the military ball given by Brigadier Brown and officers of Work Point Barracks and was a guest on Mr. Benning's yacht.



Let Simpson's Transform Your Frocks

A deft touch here, a bit of color there, a waist-line lifted, a hipline tightened, and the frock that hung in your wardrobe is ready for a new fashionable career. The Alteration Department at Simpson's will make your old frocks new at very moderate cost. Bring in your frocks, we estimate and suggest free of charge. Telephone Adelaide 8711 for an appointment.

Sixth Floor.

THE ROBERT SIMPSON COMPANY
LIMITED

Miss Elsie Louise McCall, only daughter of Walter F. McCall, and Mr. Hector Hugh MacKay, son of Donald McKay and the late Mrs. McKay of Goderich, were married in St. Williams Anglican Church, St. Williams, Ontario, on Wednesday, June 24th, with the Rev. E. L. Roberts officiating. The church was attractively decorated with pink and white peonies and roses.

The bride was given in marriage by her father, and she wore an empire gown of white crepe romaine with bands of seed pearls, long tight sleeves of shirred net, the skirt ending in a graceful peacock train. Her veil was of white tulle and was in cap shape caught with orange blossoms. She carried a princess bouquet of lilies-of-the-valley and wore the gift of the groom, a platinum bar pin set with diamonds.

Miss Rhoda Cridland of Woodstock

was maid of honor, wearing a frock of pink point d'esprit with hat of pink lace mohair. She carried a bouquet of roses and baby's breath. The bridesmaids were Miss Margaret Hart and Miss Kathleen Lawrence and they were similarly frocked in green point d'esprit and also carried bouquets of roses and baby's breath. The junior bridesmaids, Miss Margaret Ross, Miss Jean Ross and Miss Beth Jackson wore quaint empire frocks of dotted net with Dutch caps and carried old-fashioned nosegays.

The best man was Mr. Hugh Vallery of Toronto and the ushers were Mr. Charles E. Mason of St. Williams and Mr. Harry Le Mesurier of Toronto.

At the conclusion of the ceremony a reception was held at "The Old Home", St. Williams, where Miss Emma McCall, the aunt of the bride received.

She was becomingly gowned in black georgette and lace with hat of black mohair, and wearing a corsage bouquet of sweetheart roses. Mrs. David McDonald of Ripley, sister of the groom, received with Miss McCall. She wore a gown of flowered turquoise with hat of white mohair and corsage bouquet of pink roses.

Later, Mr. and Mrs. McKay left by motor for Quebec. For travelling, the bride wore an ensemble of skipper blue and white, with matching hat of rough straw. On their return they will reside at 153 Strathallan Blvd., Toronto.

We'd see immediate trade revival if the man who would buy could and the man who could buy would. —Weston Leader.

Is there an abandoned mine in your basement?

WHILE you suffer the discomforts of mid-summer weather, the coolest section of your home lies deserted and forlorn—only because

it is too crude and grimy for habitation. Has it occurred to you that this is entirely due to your heating equipment?



Send for the book "Always Summer", which shows Toronto homes heated with Gas.

The Consumers' Gas Company

55 Adelaide St. E.

2532 Yonge St.

732 Danforth Ave.

What a dainty dish
to set before the family

AYLMER CHERRIES

look irresistible...so colorful, so plump and juicy—but they taste even more delicious than they look! Their appetizing tartness and rich red syrup—their wholesome sun-ripened flavor bespeaks the finer AYLMEER Quality. They are healthful too and in every way make an ideal dessert. If you want 'proof of the pudding' just set a dainty dish of AYLMEER Cherries at each place for dinner tonight and watch them vanish

CANADIAN CANNERS LIMITED
HAMILTON, CANADA
80 PLANTS IN CANADA

AYLMER
All Canadian
PITTED RED CHERRIES

The Minister for Agriculture stated recently that the Government was the Servant of the People.

And you know what servants are!—*Dublin Opinion.*

An efficiency expert says that unfinished business caused the depression. If he's right, the depression should automatically effect its own cure—it is finishing a lot of business.—*Thomaston (Ga.) Times.*

SOCIAL CALENDAR

Marriages

On Wednesday, June the tenth in the United Church, Smiths Falls, the marriage took place of Helen Maud, only daughter of Dr. and Mrs. Ernest Hamilton Wickware, and grand-daughter of the late Major Thomas Patterson to Mr. Charles A. G. Law, son of Mr. and Mrs. Alfred Wesley Law, of Toronto, the Rev. Dr. Semple officiating. The church was decorated with palms, snapdragons and marguerites and Miss Hazel Allen presided at the organ.

The bride, who was given in marriage by her father, wore a gown of ivory satin, fashioned on simple lines with long slender bodice and long train issuing from the skirt, the veil of silk tulle falling from a Juliet cap of pointe de Venise. She carried a bouquet of lily-of-the-valley and fern.

The bridesmaids, Miss Edna Law and Miss Marjorie Phillips, of Toronto, were frocked alike in pink chiffon with large baku hats of the same shade. They carried bouquets of blue cornflowers and butterfly roses. The little flower girl, Elizabeth Anne Selwyn of Ottawa, was charming in a Kate Greenaway frock of white organdy and lace cap and carried a colonial nosegay. Rev. E. H. Costigan acted as best man for Mr. Law, and the ushers were Mr. R. Black of Montreal, Mr. B. Massey of Saskatoon, Mr. P. Denton of Niagara Falls, and Mr. George Rishor, of Peterboro.

Following the ceremony a reception was held at the home of the bride's parents where the decorations were composed of various spring flowers, the bride's table in the dining room being centred with marguerites and roses. Mrs. Wickware, the bride's mother, received in a beige corsette and lace gown with hat of beige baku. Mrs. Law, mother of the bridegroom, was becomingly frocked in navy blue and gray chiffon with blue and gray hat to match.

Later the bride and groom left on a motor trip to the coast of Maine. The bride travelled in a gown of blue crepe, gray coat collared with fox, gray shoes and blue hat of rough straw. On their return they will reside at 49 Maple Avenue, Smiths Falls.

A wedding, lovely in detail, took place in Grace Church, Brantford, at 3 o'clock on Saturday afternoon, June 20th, when Lois Bradford, only daughter of Colonel and Mrs. W. Charles Brooks, was married to Mr. Egerton Boyne Harshaw of Montreal, only son of Mr. and Mrs. W. B. Harshaw of Ottawa. The ceremony was performed by the Ven. Archdeacon J. B. Fotheringham. The church was beautifully decorated

with flowering plants, rose and pink peonies, pink snapdragons and blue iris. White ribbon and flowers designated the guest pews. The ushers, Mr. W. Quay Kilbourn, Owen Sound, Mr. Frank Wilkinson, Mr. Arthur Kembar and Mr. Digby Wyatt, Toronto, Dr. Russell Ullrich, Mount Clemens, Mich., and Mr. Dudley Brooks, brother of the bride, preceded the bridal procession. Next came the bridesmaids, Miss Margaret Robinson of Penetang, Miss Isabel Watson, Miss Joan Gibson of Brantford, and the maid of honor, Miss Mary Parsons of Goderich. Miss Parsons and Miss Gibson wore pea green and Miss Robinson and Miss Watson wore shell pink. Their frocks were fashioned alike of chiffon organdy with fitted hipline and long full skirt. The bodices had a draped fichu effect. With these they wore large embroidered straw hats in matching shades. Mittens of the chiffon organdy, made with a slight flare at the elbow, were an interesting note and they carried muffs in the material and color of their frocks, the muffs being trimmed with flat French roses. Then came the exquisitely gowned bride who was given in marriage by her father. She wore a gown of ivory satin. Beautiful rose point lace was used for the front of the draped bodice and the sleeves, which were tight, extended over the hands in points. The full skirt was made with fitted hipline and the long train was cut on circular lines and lined with shell pink. Her veil of tulle was held with a bandeau of pearls and orange blossoms and she carried a bouquet of rose and pink orchids and lily-of-the-valley. Mr. Joseph E. McDougall, of Toronto, was the groomsmen. Immediately after the ceremony a reception was held at "Oakdene", the home of the bride's parents which was a bower of variegated summer flowers and palms. Mrs. Brooks, mother of the bride, received in a handsome gown of flowered chiffon in shades of rose and black with yoke of black shadow lace. Her large hat was of black straw lace and she carried a beautiful sheaf of butterfly roses. Mrs. Harshaw, mother of the groom, was smartly gowned in beige lace and large hat of brown straw with matching accessories and carried Talisman roses. In a large marquee the long table was done with the bride's beautiful wedding cake and at either side roses and lily-of-the-valley were arranged. The bride and groom left later for a motor trip and on their return will reside in Montreal. The bride chose for travelling a Maggy Rouff ensemble of powder blue, the cape-sleeves were banded with platinum fox, a turban of matching material and smart grey accessories completed the costume.

Orange blossoms and tall spires of blue delphinium decked quaint old St. James Church, Dundas, for the wedding of Florence Helen, eldest daughter of Mr. and Mrs. G. Edwin Main, "Rosel", Dundas, and George Herbert Mortimer of Montreal, only son of Mrs. Mortimer and the late Herbert Mortimer of Toronto. Ven. Archdeacon Mackintosh read the service, assisted by Rev. Canon Ridley of St. Catharines.

A maid of honor and two bridesmaids attended the young bride, the bridal procession being one of the loveliest ever seen in this church. The beautiful bride was given in marriage by her father, and wore a princess gown of ivory satin, with long graceful train. The cap of old lace which held in place her tulle veil, and was arranged with clusters of orange blossoms, had been worn by five generations of brides. The bridal bouquet was composed of lily-of-the-valley and orchids. Miss Norma Mortimer, the maid of honor, and Miss Betty Main, sister of the bride, wore charming frocks of pink silk net over taffeta, with touches of orchid in the satin girdles and long streamers. Orchid furnished also the color note in their large pink orchid hats. Pretty nosegays of roses and mauve sweet peas were carried. Coleridge Petersen was best man, and the ushers were Charles Purkiss, Toronto, and Charles Main, St. Thomas, brother of the bride.

The reception which followed the church ceremony, was held at the residence of the bride's parents, the picturesque lawn and gardens of roses forming a colorful background for the one hundred and fifty guests. The bride's mother received in a smart dress of turquoise blue crepe, with becoming hat of beige, her bouquet being composed of Sweetheart roses and lily-of-the-valley. Mrs. Mortimer, mother of the bridegroom, was in black and white chiffon, with large black hat, and her flowers were Johanna Hill roses and orchid sweet peas.

Going away on the honeymoon, the bride wore a coral French crepe dress, with tweed travel coat in beige shade, with beige hat and shoes. On their return Mr. and Mrs. Mortimer will reside in Montreal.

The wedding of Doris, youngest daughter of Hon. Frederick C. Alderdice, Leader of the Conservative Party in the Newfoundland and Legislature, to Mr. Henry Darroch MacGillivray, son of Mr. and Mrs. Dugald MacGillivray, of Halifax, N.S., took place at three o'clock in Saint Thomas Church, St. John's, Newfoundland, the Rev. W. E. Godfrey officiating. The bride was given away by her father and was attended by her sister, Miss Edith Alderdice, Miss Mary White, a cousin, Miss Jane MacGillivray, sister of the groom, and Miss Ruth Hickman. Mr. Arthur Monroe was best man and the ushers were Mr. Harold Alderdice, brother of the bride, Mr. Thomas Parker, Mr. Campbell MacPherson and Mr. Edgar Hickman. A reception followed at the country residence of the bride's parents the guests being received at the entrance to the lawn. The bride and groom left for a motor trip to Canada. They will reside in Saint John's.



EATON'S Semi-Annual Sale of Furniture and House Furnishings

Every year and in every way it grows better and better! Prices lower... variety greater... designs improved. It is a Sale which exceeds from many points of view, all our previous Sales of Furniture and House Furnishings.

EATON Values Are Proven
Best by Test

Sales conducted simultaneously in all EATON Stores, enable us to place huge orders, which in their turn, enable manufacturers to produce more cheaply, thus providing rock bottom prices. If you need furniture, remember that "This is a Wonderful Time to Buy." This Sale offers

Super Values
The Lowest Prices In Years
Immense Variety

T. EATON & CO. LIMITED
TORONTO CANADA



To assure you...
he'll leave a lighted cigarette
ON FRIGIDAIRE'S PORCELAIN SURFACE

The salesman who shows you the new all white Porcelain-on-steel Frigidaire wants you to know that heat can never

Frigidaire is finished in Porcelain because Porcelain is:

rust-proof
heat-proof
blister-proof
scratch-proof
dirt-proof
moisture-proof
wear-proof
odor-proof
time-proof

It is easy to keep clean, everlastingly beautiful, and never needs re-finishing.

mar its lustrous beauty! So he deliberately leaves a burning cigarette on the cabinet top to prove that hot pots and pans, scalding steam, even flame itself can have no effect on Frigidaire Porcelain-on-steel.

And everything about Frigidaire is in keeping with its beautiful, lasting finish. The completely enclosed mechanical unit, the smooth,

flat top that is easy to clean, the Hydrator, the Cold Control, the Quick Ice Tray, the acid-resisting porcelain interior and many other features combine to distinguish Frigidaire as the truly Advanced Refrigerator.

We suggest that you call at our showroom, see the models now on display, and learn how easily you can have Frigidaire in your home.

FRIGIDAIRE
THE NEW ALL WHITE
PORCELAIN-ON-STEEL FRIGIDAIRE
ARE SOLD WITH A **3 YEAR COMPLETE**
GUARANTEE

FRIGIDAIRE CORPORATION, TORONTO, ONT.

WHEN YOU BUY AN ELECTRIC REFRIGERATOR BE SURE IT IS PORCELAIN



graceful
fashionable
durable

one
dollar
up

**MERCURY
HOSIERY**

SATURDAY NIGHT

BUSINESS

FINANCE

GOLD & DROSS

INSURANCE

THE MARKET

Safety for
the Investor

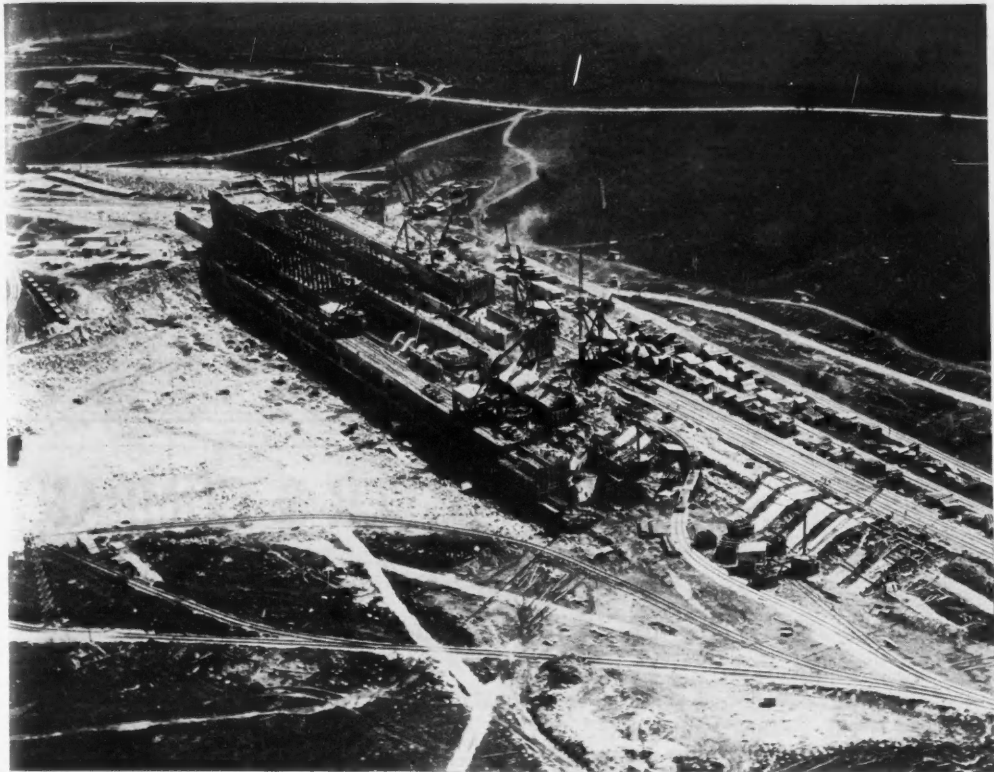
TORONTO, CANADA, JULY 18, 1931

P. M. Richards,
Financial Editor

POOL SALES TACTICS vs THE BANKS

Increased Amount of Canadian Wheat Sold Under Bank Control is Striking Commentary on Previous Policy—Western Provinces Buy Experience Dearly.

By THE HON. FRANK OLIVER



IS THIS THE NEW BED OF THE ST. LAWRENCE RIVER?

Interest of the entire Dominion has been concentrated recently at Ottawa where a Parliamentary Committee conducted an investigation into the affairs of the Beauharnois Power Corporation. The striking illustration above gives an aerial view of the powerhouse construction at the lower end of the canal which has been designed to accommodate the entire flow of the river. The plant, which is being erected on dry land, is now nearly completed. In the left is the tailrace excavation, about forty-five feet below the level of the surrounding country. Two immense dykes will lead the water from the canal into the upstream side of the power house. Whatever else may be found with regard to other aspects, Beauharnois is one of the outstanding engineering achievements of the decade.

—Photo by Associated Screen News.

ONTARIO'S NEWEST NORTH

The Real Reasons for the Extension of The T. & N. O. Railway To The Shores of James Bay

By PAUL MONTGOMERY

IF SOME keen school teacher were to ask the class to name the oldest settlement in Ontario, a large proportion of the pupils would immediately answer Kingston. They would be wrong.

The oldest settlement in Ontario is Moose Factory on the shores of the James Bay. It was founded in the year 1672 and has been continuously occupied ever since. Moose Factory was the second of the Hudson Bay posts to be established after the granting of the charter in 1670. This settlement has snuggled close to the shores of the James Bay for more than two and a half centuries. Its contact with the outside world has been limited to a yearly visit from a ship either from Montreal or England. To the rest of Canada it has been little more than a name on a map.

But now southern Ontario is reaching out and within a few weeks the steel of the Temiskaming and Northern Ontario Railway will be in its back door. The great bridge across the Moose River has been completed and cars groaning under the weight of rails, spikes and ties are passing over it to feed their loads into the maw of the automatic track layer, a mechanical device which calls a mile and a half of track a fair day's work. Forty-two miles and three small rivers separate Moose Factory from this great bridge and it is fully expected that the steel will be laid by August, 1931. Traffic will not be invited until 1932 as there will be considerable trimming and tidying up to do before the contractors will turn the job over to the T. & N. O. Commission.

And what is there at Moose Factory that the Ontario Government should spend a large sum of money in this venture? If the reader wants an intelligent answer to that question he should take down the old trusty atlas, dust it off, and open it to a map of northern Ontario and the Hudson Bay. A mere glance will show that the Hudson Bay is fed, both on the Ontario and Quebec sides by long rivers. These rivers offer an easy means of transportation into the far northern wilds of the two provinces. The new railway at Moose Factory will act as a great base of supplies for exploration parties and for the shipment of supplies and equipment for the development of discoveries that are almost certain to be made.

Exploration parties are not waiting for the formal opening of the railway. During the last few weeks several parties have started off from the Moose River bridge with the intention of not returning to civilization for a year or more. Moose Factory then will be transformed overnight from a mere name on the map to the key that will open up the wonders of far northern Ontario and Quebec.

There are other answers to the above question. The land of the fur trapper has for long held a

sort of romantic glamor to numerous city dwellers. The call of the real wilds lurks in the heart of many a man behind a desk or counter in the sweltering cities. To reach the romantic lands of the fur trapper and the trader has been a problem that could not be solved by the ordinary fortnightly vacationist. When the T. & N. O. opens its northern service the journey can be made with all the comforts of a Pullman car in a few hours from Cochrane. As one party put it, "From Hudson River to Hudson Bay by Pullman Car". If the T. & N. O. are looking for a slogan to sell their new proposition in the New England States they will have to look far and long before they can get a better.

The Post of the Hudson Bay Company at Moose Factory is located on Moose Island and this island is some six miles in from the actual waters of the James Bay. The new railway is not going to this island. The terminus will be on the high ground on the north shore of the Moose River.

THE nearest point of Moose Island will be a little more than half a mile away from the steel and the great centre of interest to the tourist, the Post itself, will be a little less than four miles from steel. Moose Island is of fair size, being some seven miles in length and about four miles wide. There are several reasons why the railway is not going across to the island. They need not be discussed here, but the visitor will see one very pointed reason when he visits the old Anglican Church near the factory. Under each bench, there are large wooden plugs in the floor; and a history of the church, which is on display near the door, draws attention to these plugs. It would appear that the island is not immune to spring floods and the worshippers have found it much more convenient to pull up the plugs at such times, and allow the water to flood out through the windows, than to undertake the labor of putting the church back on its foundations.

The Hudson Bay Company are organizing a great museum of their most interesting relics. This display is to be made at Winnipeg and there is a danger that Moose Factory may be deprived of some of its outstanding relics. They have, at Moose Factory, a wonderful collection of books that have been gathered throughout the years. This collection includes a dictionary that was brought out in the year 1785. There is a good stand of flint lock muskets, old muzzle loading cannon, patterns for ship parts and a very old graveyard. Some of the stones in this graveyard bear dates as far back as 1779. The oldest of the buildings at Moose Factory is the forge. It was built about the year 1740 and is in use every day. The marvelous locks, hinges and ornamental iron work of the doors

(Continued on Page 22)

ACCORDING to estimates of June 15 the three prairie provinces owe the wheat marketing banking trust (Montreal, Royal, Commerce, Nova Scotia, Toronto, Imperial and Dominion Banks) approximately 25 million dollars: Manitoba something over 3, Alberta something over 7 and Saskatchewan 14 millions. Payment is due on or about July 31st, the end of the present crop year.

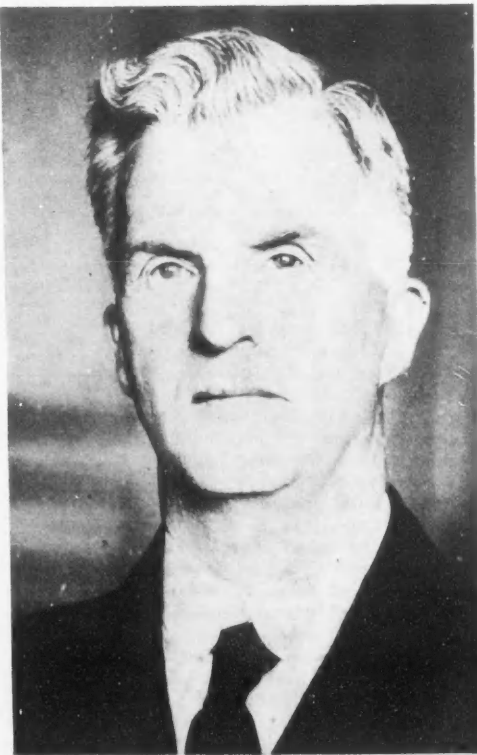
Twenty-five million dollars is a lot of money, especially to the wheat growing provinces while the price of wheat is fluctuating around 60 cents, and there is a general condition of extreme financial depression. It is a case of the accommodation endorser having to pay his "friend's" note. The provinces endorsed for the wheat pool in March of 1930, while the amount was still unknown. In March last the estimate was 22 millions. Three months nearer the date of payment it has risen to 25 millions, with no assurance of that being the outside figure. Experience having been bought so dearly it is desirable that there should be no misunderstanding as to the facts; to the end that the error will not be repeated.

The several provinces had no responsibility either legal or moral for the indebtedness of the wheat pool to the banks as of March 1930. The pool, an association of wheat growers who controlled approximately half the wheat of the three provinces, had operated under acts of incorporation by the several legislatures. The associated banks had dealt with this duly incorporated body. If the dealings between the associated banks and the pool during a period of years had resulted unsatisfactorily to either party, or to both, that was a matter of legal concern to them, but not to the taxpayers at large represented (presumably) by the provincial legislatures and governments.

In March of 1930 owing to the drop in wheat prices the Canadian Co-operative Wheat Producers Limited, or for short, the Wheat Pool was unable to meet the requirements of the banks as to security for cash advances made in respect of the 1928 and 1929 crops. The money of the banks had been used to make part payment to pool members for wheat they had delivered. Up to March 1930 pool members had received \$1.18½ on the basis of No. 1 Northern delivered at Ft. William for the 1928 crop and \$1.00 on that of 1929. The wheat still in storage that had been delivered to the pool was practically the property of the banks until the pool had paid for it. And the pool could only get the money by selling the wheat. The purpose of the provincial guarantees was to enable the pool to hold its wheat off the market for a further longer or shorter period in the hope that this course of action would bring about or at any rate be accompanied by a rise in price.

WHILE pool wheat, somewhat over half the total crop, was protected from seizure by the guarantee the other half, produced and controlled by farmers who were not members of the pool did not share in this protection. The non-pool farmer sold to individual dealers who were members of the Winnipeg Grain Exchange. These dealers were financed by the banks on much the same principle as the pool had hitherto been. But if the Grain Exchange dealer did not keep within the safety margin permitted by

(Continued on Page 19)



NEGOTIATED TREATY

Rt. Hon. J. H. Scullin, P.C., M.P., Premier of Australia, who negotiated the recent treaty with Canada, which has been the subject of heated discussion in this country, particular objection having been taken by the grape-growers of the Niagara District. Premier Scullin has also been in the international limelight recently through his vigorous handling of Australia's depressed economic conditions.



WE have been very sick, are still quite weak but are getting a little stronger day by day and can count on regaining our health completely in time. That is about the present state of health of Canada and the rest of the world, and undeniably it might be a good deal worse. But how many recognise the fact? Although sentiment in business and financial circles is a good deal better than it was a few weeks ago, the man in the street is still too concerned with newspaper reports of excessive unemployment, near-destitution in some parts of the west, wage and dividend cuts and low corporation earnings to be able to see that there has been any improvement in fundamentals.

The seriousness of the difficulties of the moment obscure his vision so that he fails to recognise the important truth that current conditions are the product of circumstances which are already behind us, just as the market collapse of 1929 was the product of the long period of spending and borrowing which preceded it, and that a reaction from present conditions is no less inevitable.

THERE is a widely-held belief that this depression is much worse than anything experienced before—much worse, for example, than that of 1921, the depression which is most generally remembered. However, according to The Guaranty Survey, published by the Guaranty Trust Company, the present situation is better in many ways. In 1921

European industrial organization was disrupted by the war; physical property, both industrial and agricultural, was laid waste, man power was destroyed, trade routes were abandoned, and commercial and credit relationships were broken off. The gold standard had been almost universally suspended, and governments, unable to finance themselves by taxation or borrowing, had resorted to currency inflation. The permanence of the newly created states was highly uncertain, and war hatreds were still rampant.

In the United States and Canada the violent deflation of commodity prices found business enterprises unprepared, with hugely swollen inventories and a deficiency of liquid assets, and took a heavy toll in all branches of industry and trade. Although there was no such deflation of security prices at that time as has occurred since 1929, it is at least debatable whether the collapse of commodity prices and inventory values was not more disastrous in its effects than the decline in stock prices during the last two years.

IN THE light of what we now know regarding business developments during the last decade, says The Guaranty Survey, it is interesting to look back on the forecasts made in 1921 by some of the more careful and experienced observers of the economic situation. It is hardly an overstatement to say that the most pessimistic views expressed in the last two years seem almost cheerful in comparison with the dire predictions made ten years ago. Scarcely a single commentator was willing to go on record as believing that recovery would occur as soon as it actually did, or that the country was about to experience the greatest wave of prosperity in its history.

IF THERE is a valid conclusion to be drawn from a study of business fluctuations in the past, continues the Survey, it is that rather abrupt changes in the general situation may be expected to occur at fairly frequent intervals, but that they will not greatly affect long-term trends. Good times are quickly followed by hard times, and vice versa. Business history does not answer the question as to how soon or how rapidly we shall emerge from the present depression, but it does indicate very strongly that recovery can be fully depended on to occur, as it has in the past, as a result of the natural economic readjustments that take place during depressions.

THERE is a strong tendency on the part of many observers, the Survey points out, to insist that the depression is due to some new and deeply ingrained weakness in the business structure and that conditions will continue indefinitely going from bad to worse unless some new sort of business leadership is devised to remedy the situation. Fortunately, no such drastic and hazardous experiment in monopoly control is likely to be tried. The world has witnessed several attempts at such "leadership" in recent years—in wheat, cotton, rubber, sugar, coffee and numerous other commodities; and thus far the results of such efforts seem to indicate that the delicate balance of economic forces essential to prosperity and progress had much better be left to work itself out in a system of free competitive markets.

WHETHER or not the early future sees any direct benefits accruing to industry from the Hoover moratorium on international debts, the fact remains that recent events have done much to restore the confidence among business men that was formerly so strikingly lacking. It is coming to be generally believed by those whose opinions count that we are definitely past the low point of the depression and that the coming months should see tangible evidence of progress on the return journey to normal conditions.

Investments

Information
regarding Securities
gladly furnished

WRITE OR CALL

Telephone ELgin 0341

JOHN STARK & CO
MEMBERS TORONTO STOCK EXCHANGE
Established 1870 Royal Bank Bldg
TORONTO

4%

paid on deposits—
subject to withdrawal
by cheque.

**CENTRAL
CANADA**
12AN AND SAVINGS
COMPANY
KING AND VICTORIA STS., TORONTO
23 SIMCOE ST. N., OSHAWA

ESTABLISHED 1884

APPRAISALS REPORTS
INVESTIGATIONS
Industrials—Public Utilities—Natural Resources



How do you
write off
Depreciation?

THERE is only one accurate, sound method of determining depreciation—and that is by an examination of the property itself, and the testing of this examination by standards which are complete and in absolute accord with sound business principles.

The scientific determination of depreciation is one of the services which the long experience and inexhaustive statistics of the Canadian Appraisal Company enable it to render.

**Canadian
Appraisal Company
Limited**

MONTREAL TORONTO WINNIPEG

**MINING
SECURITIES**
LISTED
AND
UNLISTED
Waverley 1633

J.E. GRASSETT & CO.
Members Standard Stock and
Mining Exchange
302 BAY STREET, TORONTO

WESTERN HOMES
LIMITED
Mortgage Investments
WINNIPEG

Capital Subscribed \$3,361,900.00
Capital paid up \$1,338,863.39
Reserve and Surplus \$216,019.82
(As at Dec. 31st, 1930)

A Safe, Progressive Company

GOLD & DROSS

Dominion Stores

Editor, Gold and Dross:

I am a regular reader of Gold and Dross and I don't think there is much in it that I miss. I guess I did once, though, as a friend of mine who is also a follower of your advice told me that you had recommended Dominion Stores as a buy some time ago. I don't remember this item, so if it isn't too much trouble for you I would be glad to get your opinion at the present time. Do you still think this stock is good for buying? If you do I will get some. How is the company coming along and is the dividend safe?

—L. P. S., Regina, Sask.

Dominion Stores is doing very well indeed this year and in my opinion the stock is still distinctly a buy. It is currently selling around 20, at which price the yield is just six per cent., with the \$1.20 dividend. With regard to this dividend, it is currently being earned by a very satisfactory margin, even in dull times, and I think that earnings should increase proportionately to any upturn in business generally. As a matter of fact, one of the most encouraging features of the company's performance is its ability to maintain earnings at good levels in depression years. I don't anticipate any immediate appreciation in the stock—current prices compare with a low of 12 and a high of 24 this year—but I do think that eventual profit is assured.

Last year Dominion Stores earned \$1.91 per share on the common—the company's only liability to the public—as against \$2.12 in 1929; a most creditable showing in comparison with other businesses. So far this year both profits and sales have been increasing, according to an official statement covering the first four months of 1931. It is too early to say that this increase will feature the whole twelve months, but I think it is safe to assume that there should be no falling off as against 1930 figures.

Dominion Stores has an excellent record of progress since its inception. In 1923 it had no fewer than 541 units in operation; 1929 was a period of consolidation, reducing the number by 24; 1930 saw again the resumption of expansion—particularly into the Maritime Provinces—which is continuing this year. Dividends on the common stock were inaugurated in 1923 and have been maintained regularly to date, with three increases in the meantime, all of which were also kept up. The company enjoys management of a calibre to warrant confidence and I think that a purchaser of the common today can reasonably look forward to a profitable experience.

Canada Bud a Buy

Editor, Gold and Dross:

I have gathered the opinion that you didn't think the stocks of brewing companies were particularly good buys but I have picked one out that seems good to me and I would like to get your views on it. It is Canada Bud Breweries. I hear that the company is coming on well and don't you think that it would be a fair bet to put a little money into its stock. Will you please give me a few brief particulars and your views on buying?

—K. D. K., Belleville, Ont.

I think you have formed your opinion on the basis that I have for a number of years pointed out the speculative nature of most brewing stocks in Canada, particularly in Ontario, where overproduction and severe competition have been keeping down profits. I think, however, that you have overlooked the fact that I pointed out earlier this year that I considered Canada Bud a fair buy. Incidentally, since that time it has appreciated some four points.

I still think this stock is an attractive speculative buy. At current prices of around 12 the yield is 8.33 per cent. and the current dividend of \$1 is being earned by a highly satisfactory margin. In fact some holders of the stock—not entirely without warrant—are anticipating larger distributions. The company does not publish detailed earnings reports, but in 1929 better than \$2 was earned per share, and last year profits were up by over 40 per cent. Official statements have indicated that so far this year profits had gained by as much as 80 per cent. over the corresponding period of last year.

The company has added materially to its equipment and storage capacity and is now equipped with a thoroughly modern plant. Better still, it has apparently developed a sales volume to care for its increased production and has firmly established its products on the market. I hardly need to repeat that this common stock isn't a gilt edged investment, but on the basis of protected yield alone, I consider it an attractive business man's buy.

Supertest Petroleum

Editor, Gold and Dross:

I would be very grateful to you if you could give me a brief opinion on Supertest Petroleum. I have been told that its common stock is a good buy and that the company has been coming on very well indeed. I know I wouldn't be making an investment like a good bond but I have some money with which I could take a fair risk if you think this stock has some possibilities. Your help will be much appreciated.

—T. R. P., London, Ont.

I think the common stock of Supertest Petroleum Corporation is a very reasonable buy at current prices of around 18. I hardly look for a chance of a quick profit in this but for a number of reasons it has highly interesting potentialities. Supertest Petroleum has had a remarkable record of success for a company ranking among the smaller distributors of petroleum products and it is only reasonable to assume that if this progress is maintained, quotations for the common will ultimately reflect it. Then too, there is the possibility of the company being taken over by one of the larger oil companies. While there are no current rumors of negotiations, these have cropped up from time to time in past years, and it is reasonable to assume that something may eventually develop, although the policy of Supertest's management would appear currently not to favor such a deal. In the event of sale, certainly I think that holders of the common would receive a great deal more for their stock than current prices. In the meantime the yield on the common, which this year was placed on a \$1 dividend basis, is 5½ per cent.

Supertest does not report detailed earnings, but the statement for 1930 indicated that net earnings had been in excess of \$500,000 compared with \$475,000 the year before. Sales for 1930 were \$3,451,000 as against \$2,601,000 in 1929. At the end of 1930, after distribution of approximately \$180,000 in dividends,

there remained \$320,000 to be added to surplus, bringing this account to roughly \$1,000,000. You will see, therefore, that the company is in a sound financial position and it has also been expanding its service station facilities.

It is reasonable to expect that Supertest's rate of progress may be slowed up somewhat by current business conditions, although sales for the first three months of the current year are reported to have shown a 25 per cent. increase. From a comparatively small beginning, it has firmly established itself in the Ontario field, despite exceedingly keen competition. For the reasons I have pointed out above, I think its common stock is attractive for holding. Incidentally, I might point out that the only difference between the company's common and ordinary stocks is that the common possesses the sole voting power.

—T. R. P., Saskatoon, Sask.

Canadian Royalties and A.M.C.

Editor, Gold and Dross:

Some time ago I bought two postal vending machines from the Canadian Royalties Company and they paid me very well. For some months now the company has been after me to exchange my machines for preferred stock in a new company called Automatic Merchandising Corporation but I can't see why I should do this and their arguments haven't convinced me as why trade real profits for probable ones? Can you tell me something about what the new company is doing and is there any real reason why I should make the exchange they recommend?

—T. R. P., Saskatoon, Sask.

I can naturally understand your disinclination to exchange your Canadian Royalties machines for preferred stock of Automatic Merchandising Corporation since, as you say, the machines have yielded you a good return.

There is one excellent reason, however, why the postal vending machines of Canadian Royalties can no longer operate profitably. This is the return to a 3c postal rate which, I understand, absolutely eliminates the profit margin, which was something like 20 per cent., on the sale of postage materials from the machines. You will understand that it is impossible to have purchasers insert 6c in the machines, and operating at the 5c rate there would be no profit for the company with the additional cent of postage provided.

While preferred stock of Automatic Merchandising Corporation is certainly speculative, and I do not anticipate anything in the way of dividend returns, until after the close of the current year, nevertheless I think that you would be well advised to exchange your machines for the preferred stock. The company is rebuilding its old machines and purchasing new ones to handle a general line of merchandise suitable for use in such automatic machines. This change over is naturally costing the company quite a bit of money and it is quite likely that profits from machines already on location or placed on location this year will be largely absorbed by these costs. Should the company get a sufficient number of its new machines in operation it is quite possible that it may yield a satisfactory profit.

Lakeland Gold Mines

Editor, Gold and Dross:

Have you any information on Lakeland and what the chances may be for the property. What about its past history and does this affect the outlook? How do prices for the stock stand in relation to the property? I have had trouble getting information and I can't tell you how much your help will mean to me.

—G. F., St. Catharines, Ont.

Lakeland Gold Mines, Limited is capitalized at \$4,000,000 in shares of \$1 par. The property is in Maisonneville township, south of Kirkland Lake district, near Bourkes Station on the T. & N.O. Railway. The property was formerly known as the Murray Mogridge and as such had a considerable test in former years. There are two shafts, one to 55 feet which it is proposed to deepen to 500 feet; the other is down 255 feet and from this crosscuts and drifts have been driven. The property was bought from Gideon Grant for 500,000 shares of stock and \$50,000 cash, payable from dividends, if and when they appear. Vendor stock is pooled.

There is paucity of information respecting values secured in underground and surface work and diamond drilling. Locally the property is regarded as having a possible chance, but too much is not expected of it. By the way, the current quotations on the Standard Exchange have little relation to known value of the property. It is a fairly raw prospect and a price of 42½c makes one wonder how it is able to command a figure 75 per cent. of that of Sylvanite and Kirkland Lake Gold.

The directors are experienced mining people and appear to be undertaking the development of the property in a businesslike way.

International Proprietaries "A"

Editor, Gold and Dross:

Would you mind telling me briefly if you think the "A" stock of International Proprietaries is a good buy, as a lot of my friends say? I have some spare funds and would pick up a block of this if it is good. Can you tell me what the company has earned on this stock in recent years? Thanks.

—T. W. S., London, Ont.

I think you have picked a very good stock indeed and one which has prospects of long term appreciation coupled with a higher than average return in the meantime. At current prices of around 32, International Proprietaries "A", which pays \$2.85 annually,

NOTICE TO READERS

Saturday Night's investment advice service is for the use of paid-in-advance mail subscribers only. Saturday Night regrets that it cannot answer inquiries from non-subscribers.

Each inquiry must positively be accompanied by the address label attached to the front page of each copy of Saturday Night sent to a regular subscriber, and by a stamped, self-addressed envelope.

Each letter of inquiry should refer to one company or security only. If information on more than one company or security is desired, the sum of fifty cents must be sent with the letter for each additional company or security inquired about. If such additional inquiries relate to mining or insurance matter, they should be written on separate sheets of paper.

Inquiries which do not fulfill the above conditions will not be answered.

A Foundation of Bonds

Every investor, no matter what his circumstances may be, should have a foundation of carefully selected bonds on his investment list.

Investment selections will be made upon request. This service is available at each of our offices.

A. E. AMES & CO.

LIMITED

Business Established 1889

TORONTO

Montreal Vancouver Victoria New York London, Eng.

Bongard & Company

Toronto Stock Exchange
Montreal Stock Exchange
Winnipeg Grain Exchange

Members:

Montreal Curb Market
New York Curb (Assoc.)
Chicago Board of Trade

80 King St. W. Toronto Elgin 5381

LONDON, ENG.
GUELPH

NEW YORK
KITCHENER

MONTREAL
WINDSOR

A. E. OSLER & COMPANY

Established 1886

MEMBERS TORONTO STOCK EXCHANGE

Orders Executed in Mining and Industrial Stocks
on All Exchanges

Osler Bldg, 11 Jordan St., Toronto (2)

Elgin 3461



Undervalued

Despite depression, savings deposits in Canada have increased over \$50,000,000 since last summer.

Reviving confidence will presently set in motion this great reserve of latent buying power, seeking larger yields than are offered by government bonds.

As competitive buying should presently eliminate many of the bargains now available in sound corporation securities, we have prepared a list of such securities which we consider undervalued by the market.

Ask for List 13

Greenshields & Co

Investment Bankers

Members Montreal Stock Exchange

505 Place d'Armes, Montreal

OTTAWA TORONTO QUEBEC

OSLER & HAMMOND

Stock Brokers and Financial Agents

Members: { Toronto Stock Exchange
Montreal Stock Exchange
Montreal Curb Market
New York Curb Market (Associate)

21 Jordan Street
TORONTO

215 St. James St. West
MONTREAL



Government, Municipal
Public Utility and
Industrial Issues

We shall be pleased to submit current
offerings and information upon request.

Royal Securities Corporation

Limited

244 St. James Street
MONTREAL

330 Bay Street
TORONTO 2

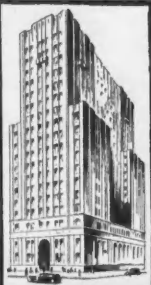
Offices in principal cities throughout Canada

4%

COMPOUNDED HALF-YEARLY

Money grows rapidly at compound interest. Savings deposited with Canada Permanent earn the high rate of 4%, the interest being compounded half yearly.

Founded 1855



CANADA PERMANENT
Mortgage Corporation
320 Bay St., Toronto

Assets exceed \$72,000,000

MARGISON & BABCOCK
STRUCTURAL ENGINEERS
Engineering designs prepared for office buildings, garages, warehouses, factories, bridges, etc.
611 MACLEAN BUILDING
ELGIN 2604—TORONTO



Consistent Growth

Steady progress in all Departments during the last five years is ample testimony of a healthy condition and a sound aggressive administration.

| Insurance in Force | |
|--------------------------------------|---------------|
| Dec. 1925 | Dec. 1930 |
| \$81,677,030 | \$146,538,137 |
| Assets | |
| Dec. 1925 | Dec. 1930 |
| \$12,375,516 | \$25,237,678 |
| Rate earned on invested assets 6.66% | |

THE DOMINION LIFE ASSURANCE COMPANY
HEAD OFFICE - WATERLOO, ONTARIO

WILLS DO NOT IMPROVE with AGE

● HAVE you considered that the Will you made a few years ago may be now entirely out-of-date on account of changes in the value of your assets or changes in your family?

Conditions today, call for careful surveys in business and in private affairs. Why not include your Will in your survey? Does it provide for your dependents as it was intended to and as it would have done two or three years ago?

If it does not measure up to your family's needs, consult an officer of The Royal Trust Company. Years of experience in handling estates enable us to offer suggestions that may be of inestimable value to you. Although we do not draw Wills we shall be glad to consider your Will with you from the point of view of a practical administrator.

THE ROYAL TRUST COMPANY
59 YONGE STREET, TORONTO

GOLD & DROSS

is yielding nearly 9 per cent. and the dividend is being covered by an ample margin.

Last year per share earnings on the "A" stock were \$4.30; in 1929, \$4.49 and in 1928, \$4.95. While sales last year showed an actual increase, net was lower, due largely to increased advertising expenditures, essential for the sale of the company's products. Sales during the current year are reported to be progressing favorably, particularly in the United States. Excellent results followed the establishing of a manufacturing plant in that country and I understand that it is the company's policy to open up other similar establishments in other important countries. International Proprietaries' products, of which possibly the best known is Eno's Fruit Salt, are sold throughout the world.

I have always regarded the "A" stock as attractive and I think that you could safely put a portion of your funds into it at the present time.

POTPOURRI

T. H., Vancouver, B.C. The COMMERCE AND TRANSPORTATION BUILDING LIMITED prospects appear to be very poor for shareholders getting anything out of the wreck. As you know, there is a mortgage on the building, held I believe by the Prudence Investment Company of New York City, of \$850,000, which amounts now to about \$960,000 with accrued interest and taxes added. The mortgage is now being foreclosed and possession of the building is to be taken at the end of July unless in the meantime the shareholders can raise funds to re-finance the mortgage. There seems little prospect of their doing this at present. I believe the building is 60 per cent. or less occupied at the present time.

R. R., Forest, Ont. I most certainly am not in agreement with whoever told you that securities of BURNS AND COMPANY were an excellent buy at the present time. You may not know that the company just succeeded in earning the interest requirement on its bonds during the year 1930 and that dividends on the preferred stock were passed in December of that year. Before the passing of the preferred dividend surplus was drawn upon to provide for these payments, with a result that it was materially reduced and the general financial position of the company is none too strong. It has been suggested that the company might find some difficulty in earning the bond interest requirement during 1931. The company operates throughout Western Canada and its income has been severely hit through the reduction in the purchasing power in most communities in the Canadian West. I agree with you in your belief that the company will eventually pull through, but I certainly think there will be ample opportunity to purchase this security later on, when such evidence of improvement is definitely noted.

S. R., Galt, Ont. CANADA STEAMSHIP LINES 6 per cent. bonds, due 1941, are in the nature of a speculative investment for a business man. During the past few years—due chiefly to the severe decline in wheat export movements—Canada Steamship revenues have drastically declined and the annual report for 1930 showed a deficit for the year of \$657,792 after providing for bond and bank interest and depreciation. However, the company is on a sound basis and it is only a matter of time, in my opinion, before its earnings position is restored. In fact the company is already doing better, as its gross and net earnings to the end of May are understood to have been ahead of those for the corresponding period of 1930. In my opinion these bonds are well worth holding.

S. J., Toronto, Ont. I would not advise you to part with your AMERICAN SMELTING AND REFINING COMPANY common stock, at current levels, as the loss which you would experience, having in mind the price which you paid, would be altogether too great. As to the wisdom of purchasing additional stock of this company at the present time, I think this would be warranted on the long term outlook, but I do not anticipate anything in the way of near term appreciation, although doubtless this stock will respond to intermediate market trends.

S. R., New York. CANADA NORTHERN POWER CORPORATION bonds, due 1953, are a sound investment and can be held with confidence. The company has shown steadily increasing earnings for quite a number of years and is covering interest and sinking fund requirements on these bonds by a very substantial margin.

B. M., Chesterville, Ont. I regret to inform you that there is no change in the situation with regard to your bonds of 80 RICHMOND STREET WEST LIMITED. As you possibly know, this building was never completed and has remained in that condition for over a year now. Eventually, no doubt, sufficient additional funds will be forthcoming to complete the building and put it into operation, but I cannot see that this will be achieved other than by the new money being first mortgage money, which

means that the holders of the present first mortgage bonds will have to accept a secondary position. With the current business depression and the consequent lack of demand for office space it is unlikely that the building will be completed until general conditions improve, and it is impossible at this time to say how soon this may be. It would not be worth your while to attempt to dispose of your bonds at the present time, as you would not get more than a very small fraction of their face value, even if you were able to find a prospective buyer.

F. J., Toronto, Ont. There is nothing further to report on PORCUPINE MIDFIELD. The company has not been active in its area to my knowledge for some months and it has not therefore improved its position. Plans of this kind for the development of properties in an area which has been combed by competent authorities for years do not appeal.

W. R., Waterford, Ont. I see no reason why your son should not withdraw his money from his savings account and buy a sound bond with it. I would suggest, of course, since this is his first investment, that the money be put into, say, ONTARIO GOVERNMENT BONDS, or something like a CANADIAN NATIONAL RAILWAYS issue guaranteed by the Dominion of Canada. He should be able to obtain a yield of at least around 5 per cent., together with absolute safety. Another feature of such a bond is that it would be readily convertible into cash at any time should any emergency arise.

T. L., Brockville, Ont. Shares of ARGONAUT CONSOLIDATED MINES, LIMITED have no value. For a long time it was quoted at $\frac{1}{2}$ ¢ to 1¢ but lately it has disappeared. There was some expectation that the company would eventually declare a sort of clean-up dividend of a few cents but nothing came of this. So far as I am aware shareholders were never given an accounting of affairs.

G. M., Toronto, Ont. If you are interested in common stocks, I would suggest that you consider MONTREAL LIGHT, HEAT AND POWER CONSOLIDATED common and POWER CORPORATION OF CANADA common at their present prices. Montreal Power is about the strongest common stock in Canada and Power Corporation common is also a very good issue, though in a somewhat lower category. Both can be bought at comparatively low prices at the present time, in relation to intrinsic values and the prospects for appreciation in market value and in income return over a period of years.

D. H. S., Hilda, Alta. In view of the continued depression of business and the certainty that this year's grain crop is going to be much below normal size, the prospects for the C.P.R. achieving a normal and satisfactory earning power in the reasonably near future certainly do not appear bright. That the market value of the shares will fall as low as \$10, however, is hardly likely, I think. The price may well go below the present level, in view of the adverse outlook, but eventually will doubtless retain a substantial amount of the ground lost. In spite of the present depression, Canada will resume the march of progress before long and there can be no real reason for doubt that the industry and trade of the country are going to show very substantial expansion over the next several years. If this is so, the Canadian Pacific Railway can hardly fail to benefit proportionately, its fortunes being bound up with those of the country generally.

F. A., Brooklyn, Ont. I would not advise the purchase of shares of TORONTO CO-OPERATIVE DAIRIES LIMITED from a purely investment standpoint. Although the company is not altogether a new concern, as it has taken over the Oakdale Dairy already operating in Toronto, the present management of Toronto Co-Operative Dairies is new and furthermore the company has plans for development which introduce a definite element of speculation. While it is by no means unlikely that with able and aggressive management the company will achieve success, its ability to do so at this time has not been fully demonstrated and consequently I would advise against the purchase of the shares unless you have some other reason for doing so, such as the matter of locating a market for your milk. If this market is important to you, a purchase of the shares would be more reasonable but even so, I would not advise the investment of more money in this proposition than you can afford to lose without crippling yourself.

A. B., St. Catharines, Ont. No work has been done on the properties of ROSSLAND WHITE BEAR MINING CO., LTD., for the last five or six years and the shares have no market value at the present time. The last people to operate the property were the Consolidated Mining and Smelting Company, which desisted after a fairly extensive trial and after finding nothing to warrant further work. I understand that practically everything in the Rossland Camp has now reached what might be termed a dead end. You could find out whether the company is still in existence or not by writing to the Provincial Secretary of British Columbia, and perhaps also to the Department of Mines of that province, at Victoria, B.C.

A. C., Toronto, Ont. Although there is no prospect of any near term improvement of importance, I would advise against selling LAKE OF THE WOODS MILLING CO. at present low quotations. The long term outlook for the flour milling industry and for this company in particular is for improvement from present levels.

POOL SALES TACTICS

(Continued from Page 17)

his arrangement with the banks and was unable to provide further security as demanded he was promptly sold out.

The main difference between the methods of the pool and the grain dealers in their transactions with the producers was that the dealer paid the full market price of the day on which the wheat was delivered while the pool only paid a part of the current market price, with further fractional payments at later dates. The pool's first payment on the crop of 1928 was on the basis of 85 cents at Ft. William and on that of 1929 it was \$1.00 a bushel; without regard to what the price of the day might be. Lacking protection by the legislatures against the banks the non-pool dealer was not in a position to hold back his wheat from sale. It may therefore fairly be assumed that of the vast volume of Canadian wheat in store in March 1930, the pool was the owner of by far the greater part.

Had there been no guarantee the banks would of course have assumed control of the pool's wheat, in March of 1930. Seizure and sale of this wheat by the banks would naturally have meant a reversal of the pool's policy of holding wheat off the market as a factor in price making. In the opinion of the directors of pool affairs this would cause a general collapse in wheat prices that

would be disastrous to all interests concerned in wheat production, transportation or trading.

To prevent the presumed catastrophe, in March 1930, the legislatures of the three prairie provinces passed legislation by which the banks were guaranteed payment in full of all indebtedness owing by the pool then in respect of the crops of 1928 and 1929. Pool property, chiefly elevators, was turned over to the provinces as compensating security to them. This arrangement left the pool in full function and therefore in control of the sales policy.

Assuming that the banks would follow a course dictated by ordinary business judgment the expectation of dire consequences to follow their taking the sales of wheat into their own hands altogether lacks foundation. If the banks had seized the pool's wheat in March 1930 it would have been to their interest to prevent any abnormal slump in price. The lower the sale price the more they would stand to lose. Business reasons would have compelled them to sell on the world's market at the world's price in such volume as the market could take from day to day without unduly depressing the price. They would not—because they could not afford to—artificially or unnecessarily depress the price by offering the wheat below its market value at a time or in volume unsuited to market requirements.

The difference between what would have happened under bank control beginning in March 1930 and what actually happened under the continuation of pool control could only be the difference between injudicious holding and timely sales.

THE provincial guarantee supporting the pool's policy did not prevent the price from going down. The guarantee advertised to the world that the pool was in financial difficulties because of its overstock of wheat. World buyers knew that they had only to wait and the smash of price must come.

Had the guarantees not been given the banks would have been selling freely at world prices prevailing from day to day ever since March 1930. The marketing conditions prevailing up to the time the guarantee was arranged were as follows:

(Average cash prices at Ft. William for the month)

| | Average Cash Price | Bushels Exported |
|------------------|----------------------|------------------|
| 1930 | | |
| January | \$1.30 $\frac{1}{2}$ | 4,994,000 |
| February | 1.17 $\frac{3}{4}$ | 6,732,000 |
| March | 1.06 $\frac{1}{4}$ | 11,592,000 |

On March 28, 1930, Canada had 196 million bushels of wheat in store, the largest volume on record at that time of year. The banks had backed the holding

(Continued on Page 21)

Edmonton— Alberta's Capital City

Edmonton is one of the most important cities in Western Canada, being the capital of the Province of Alberta, and the distributing centre for a substantial portion of the Province.

Situated at the gateway to the vast and wealthy Peace River district, the population of Edmonton has increased from 65,163 to 77,557 in the last five years.

More than 30% of the City's total debt has been issued for public utilities, which provided a net revenue in 1930 of more than \$500,000 after all charges.

During each of the last five years the City has had a surplus of revenue over expenditure, while its sinking fund equals 34% of the total debt.

Investors may obtain City of Edmonton 4 $\frac{1}{2}$ % Bonds, due May 1st, 1951, in \$1,000 and \$500 denominations with principal and half-yearly interest payable in the principal Canadian cities and New York.

Price: 93.72 and interest, yielding 5%.
(Plus Transfer Tax)

Wood, Gundy & Company

Limited
Toronto Montreal Winnipeg
Vancouver New York London, Eng.

Doherty Roadhouse & Co.

MEMBERS
STANDARD STOCK AND MINING EXCHANGE

Mining Securities

170 Bay Street Toronto
HAMILTON
Royal Bank Bldg. Montreal
BRANTFORD
51 King Street West Toronto
ST. CATHARINES

Canadian Government Provincial, Municipal and Corporation Securities

R. A. DALY & CO.

LIMITED
80 KING STREET WEST
TORONTO



Good Wherever Civilized People Gather Together

WHETHER you journey along the best known and frequently travelled routes or traverse those which lead to the remote parts of the globe, you need money.

Carrying money in the ordinary form is never wise. It involves both risk and inconvenience. The ideal way is to carry Travellers' Cheques issued by all branches of this Bank.

These Travellers' Cheques are easily obtainable. They cost very little; and they have this great advantage . . . they are accepted as cash, in almost any corner of the world where civilized people gather together.



One of the
World's
Largest and
Strongest
Banks.

THE CANADIAN BANK OF COMMERCE

Capital - - - 30 Million Dollars
Reserve Fund - 30 Million Dollars

171R

Federal Fire



Insurance Company of Canada

President: E. B. STOCKDALE
Vice-President:
Hon. H. C. SCHOLFIELD, M.P.P.
Managing Director: H. BEGG
Directors:
F. K. MORROW W. H. MARA
FRANK SHANNON W. R. BEGG
W. S. MORRIS, K.C. S. C. TWEED, M.P.P.
Secretary Assistant-Secretary
W. H. BUSCOMBE J. G. HUTCHINSON
Superintendent of Agencies
GEORGE A. GORDON
Treasurer
ALAN COATSWORTH

AN ALL CANADIAN COMPANY
HEAD OFFICE
14-24 Toronto St. Toronto
Insurance Exchange Building



W. R. HOUGHTON, President



The Canada National Fire Insurance Company

Head Office, WINNIPEG, MAN.
A Canadian Company Investing its Funds in Canada.
President,
J. B. COYNE, K.C., Winnipeg, Man.
First Vice-President,
T. S. McPHERSON, Victoria, B.C.
Second Vice-President,
ALLAN S. BOND, Winnipeg, Man.
Application for Agencies Invited
Toronto Office: 205 Brock Building
WALTER J. STEER
Branch Manager

A Strong Canadian Company
PILOT INSURANCE COMPANY
offers

International Claim Service on Automobile Policies

AUTOMOBILE FIRE
BURGLARY PLATE GLASS
LIABILITY FIDELITY
and SURETY BONDS
Inquiries for agencies invited
Head Office: 159 Bay St., Toronto
Norman G. Duffett, General Manager
PILOT - POLICIES - PROTECT

NORTHERN ASSURANCE CO. Limited

of ABERDEEN AND LONDON
Established 1836
FIRE - CASUALTY
Head Office for Canada
Northern Building, St. John St., Montreal
A. Hurry, Manager
Assets exceed \$100,000,000



Security \$68,623,494
W. R. HOUGHTON, MANAGER

Concerning Insurance

Safeguarding Life from Fire

Greatest Loss of Life From Fire Occurs in Dwellings—
Need of Preventive Measures

By GEORGE GILBERT

WHILE safety is a relative term—there is no such thing as absolute safety—that is no reason why every structure occupied by human beings should not be built so as to make safety to its occupants reasonably positive in case of fire.

How far a reasonable degree of safety can be established by statute or lawful regulation is a matter of opinion, and, as safety from fire is something which is intimately associated with our daily life, nearly everyone has views upon the subject. Much has also been written about it, mostly of a more or less general character, advocating proper exits, fire escapes, etc.

Comparatively few people, however, have any definite knowledge of the many and various ways in which fire causes death and injury, the extent of the fire casualties and fatalities throughout the country, or of the classes of structures in which most of the lives are lost.

Undoubtedly the most culpable form of negligence causing the sacrifice of life to fire is lack of proper exits. While such fires, resulting in the loss of several lives at one time, produce the greatest amount of public agitation, they are relatively few in number. By far the greater part of the annual life loss occurs in the many small fires in which one or two persons die, and which attract only passing comment.

Though statistics show that the life loss per individual fire is lower in dwellings than in other buildings, the aggregate losses of life in dwelling fires over a period of years far outnumber those in all other occupancies combined. That is, the great majority of lives are lost, not, as generally supposed, in industrial buildings, theatres, and places of public assembly, but in the home; and the next greatest number are lost in institutional buildings, such as hospitals, orphanages, reformatories, etc. The victims in both these groups of structures are mostly women and children.

In dwelling fires, lives are lost principally as the result of carelessness or ignorance. Gasoline is still used indoors for cleaning purposes, and for lighting the kitchen fire, in violation of the most elementary safety requirements. Matches are still evidently regarded as children's playthings. Children are still locked in the home alone while their parents go visiting or to the talkies. People still look for gas leaks with matches and candles.

Not long ago a woman was washing curtains in gasoline in the kitchen sink in her apartment during house cleaning time. No windows or doors were open. At her left was a gas heater with a pilot light continuously burning. This ignited the gasoline vapor, causing an explosion and fire in which the woman was burned to death, although men with chemical fire extinguishers were on hand a minute after the explosion occurred. But it was too late; her hands and arms were covered with gasoline, and her clothing saturated with the fumes. She was a human torch as she ran out of the blazing kitchen.

Safeguarding life from fire in ordinary sized dwellings is chiefly a matter of what is called good housekeeping; that is, taking ordinary precautions against the

common hazards. When the homes become larger, there is, in addition to the hazard of carelessness, the hazard of construction, and they should be built so as to retard the spread of fire, and confine it to the seat of origin. Enclosing of furnaces in separate rooms with plastered ceilings; subdividing attics; fire-stopping of studding at floor levels; dividing floors in large residences into fire sections by the construction of fire partitions of metal lath and plaster, gypsum or terra cotta blocks, or masonry walls across the house with self-closing doors in the halls; placing doors at the head of basement stairs; isolation of garages—these are examples of preventive measures which may be taken to protect life in the home. But it must not be overlooked that good construction cannot altogether offset the effects of bad housekeeping or personal carelessness.

As far as disastrous fires in institutions are concerned, they are mostly due to faulty construction and the gross negligence of those in charge. All such structures should be built or maintained in such a manner that smoke and flame will not spread with excessive rapidity, and they should have sufficient and properly designed exits, so that when fire breaks out there will be no casualties due to lack of means of egress. But the presence of sufficient exit facilities does not in itself insure safety; they must be properly maintained and not found locked when a fire occurs.

Alarm systems, fire drills, extinguishing equipments, however good they may be, do not guarantee security, either. It is only through the correct combination of properly designed means of exit, together with a high standard of maintenance, and such other provisions as may be necessary for each specific type of occupancy, that those within such a building are given a real chance to escape uninjured on the outbreak of a fire.

Insurance Building "The World's Quietest"

ONE building is called the world's tallest; another is referred to as the world's most magnificent. The new home office of the Aetna Life Insurance Company and affiliated companies claims distinction as "the world's quietest" large commercial structure.

Quiet in the Aetna offices is not, however, the result of accident. More than a year before work on the building was started, a committee was appointed to study the effects of office quieting in all of its phases. This committee made practical and scientific tests in various departments throughout the company. The results showed that an increase of 8.8 per cent. in efficiency could be expected from office quieting.

Consequently, every effort was made in the new building to completely banish unnecessary noises. The offices, the cafeterias, the club rooms, the bowling alleys—in fact practically every room in the entire building was acoustically treated with special sound-absorbing ceiling.

The job of installation was one of the largest ever attempted. Eighteen solid carloads of ceiling insulation was used to do the work. In addition, 200,000 yards of linoleum and 128,000 yards of rubber tile flooring were used. Departments ordinarily noisy, such as the Addressograph and Hollerith divisions, were located on the first floor, widely separated, and where the ceilings were unusually high. The four vertical automatic conveyors for mail, records and supplies were enclosed in a special manner so as to be practically sound-proof.

Suggestion for Keeping Pension Funds Solvent

AT THE recent convention across the line of a large organization of workers operating a pension fund among other benefits for members, the question of placing the pension scheme upon a sound basis came up for discussion. One of the delegates from Chicago moved the following resolution: "That after a member has drawn two months' pension, the general



MANAGER FOR CANADA OF ZURICH

Gerald C. Edwards, who has been appointed Manager for Canada of Zurich General Accident and Liability Insurance Company Limited, in succession to Neville Pilling, who has been promoted to the position of General Superintendent of the United States Head Office of the Company at Chicago. Mr. Edwards was born at Chatham, Ont., in 1896, and was educated at Upper Canada College, Toronto. In 1911 he entered the service of the Western Assurance in the Foreign Fire Dept., and a year or so later went with the General Accident of Canada as Assistant Claims Adjuster. In 1916 he joined the staff of the Employers' Liability as Inspector, later becoming Superintendent of Agencies. He remained with that company for fourteen years, during which time he acquired a thorough knowledge of field work and a wide acquaintance among the agency forces. On January 1, 1930, he was appointed Assistant Manager for Canada of the Zurich, which is the largest casualty company in the world, with assets of over \$58,000,000. The Zurich specializes in group accident and health, and automobile insurance.

secretary-treasurer shall hire a gunman for fifty dollars to 'bump off' the said member, the gunman's fees to be paid out of the said member's Funeral Benefit." Result—It is estimated that this will make the Fund solvent almost immediately. The resolution was not adopted.

INSURANCE INQUIRIES

Editor, Concerning Insurance:
I have been advised that you printed in your paper several names of reliable companies which would insure women for sickness and accident. I should very much like to know of such companies.
—C. R. H., Wolfville, N.S.

Companies recently mentioned in SATURDAY NIGHT as writing sickness and accident insurance on women were Canada Accident and Fire Assurance Co., head office Montreal; North American Accident Insurance Co., head office Montreal (not to be confused with North American Accident Insurance Co. head office Chicago and Premier Dept. at Newark, N.J., which is not licensed in Canada and therefore not considered advisable to insure with); and Continental Casualty Company, Canadian head office Toronto.

These three companies are regularly licensed in this country and are safe to insure with. They have Government deposits at Ottawa for the protection of policyholders as follows: Canada Accident, \$222,733; North American Accident, \$99,000; Continental Casualty, \$518,627.

Enquiries addressed to these companies at the addresses given above will bring particulars of what they have to offer in the way of accident and sickness coverage for women.

Editor, Concerning Insurance:
I have recently been solicited to act as representative for the Quebec Manufacturers' Service Agency Limited, with head office at Montreal and branch office Federal Bldg., Toronto.

This company specializes in buses and taxicab insurance on a profit sharing policy, and I would be pleased to have your information as to responsibility and if they are under a Government license in Ontario as well as Quebec.

Quebec Manufacturers' Service Agency Limited has been operating in the Province of Quebec since 1925 or 1926, but has only been doing business in Ontario for three or four months. It is licensed as an insurance agency in Ontario as well as Quebec.

As far as automobile insurance on busses and taxicabs is concerned, it acts as the agent of the Consolidated Fire and Casualty Insurance Company formerly known as the Merchants and Employers Guarantee and Accident Company, with executive offices in Federal Bldg., Toronto. The rates charged are tariff rates, and the policies contain an endorsement as follows: "In consideration of the assured co-

Buying a Fortune by Instalments.

That's what life insurance really is. But with this great difference from other forms of instalment purchases. It is always increasing in value. It is always at par. It is never out of style. It is never replaced by "something better". It is generally negotiable. And greatest difference of all, it is not subject to repossession. The title passes to the insured with his first payment—and if he dies—after only one or any number of instalments have been paid, the entire "property"—unimpaired and unencumbered—passes to his dependents.

Consult a Sun Life Representative.

SUN LIFE ASSURANCE COMPANY OF CANADA

HEAD OFFICE MONTREAL

The Wawanesa Mutual Insurance Co.

HEAD OFFICE—WAWANESA, MAN.

Operating in Quebec, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia

FIRE AUTOMOBILE WINDSTORM
Insurance in force.....over \$200,000,000.00
Total Assets over.....3,000,000.00
Agents required in Ontario
Write 2 Toronto Street, Toronto

Established 1864

HOME FIRE AND MARINE INSURANCE COMPANY of California

Capital \$1,000,000 Assets \$6,281,460.08

Robert Hampson & Son Limited
General Agents for Eastern Canada
451 St. John St., Montreal

NORWICH UNION FIRE INSURANCE SOCIETY LIMITED

ESTABLISHED 1797

TIME TRIED AND FIRE TESTED

MANY KINDS OF INSURANCE WRITTEN

INSURE IN THE NORWICH UNION

CONTINENTAL CASUALTY COMPANY

H. A. BEHRENS, PRESIDENT

Paid-up Capital and Surplus \$7,000,000.00 Assets \$22,601,448.62

ACCIDENT
AUTOMOBILE
BURGLARY
PLATE GLASS
SICKNESS

Insurance

Service Unexcelled

HEAD OFFICE FEDERAL BUILDING TORONTO
R. D. BEDOLFE, CAN. GEN. MGR.

FACTS, NOT FICTION--Interest Income



1918—\$ 2,873 1924—\$15,181
1920—5,963 1926—28,681
1922—11,422 1928—52,394
1930—\$69,600

Never a year in which The Commercial Life has not made progress

For Agency Representation—Address:
Agency Department, Head Office,
Edmonton

MERCHANTS CASUALTY INSURANCE COMPANY

HEAD OFFICE — WATERLOO, ONT.

OPERATING UNDER DOMINION CHARTER

SPECIALIZING IN
ACCIDENT — SICKNESS — AUTOMOBILE
INSURANCE

APPLICATIONS FOR AGENCIES INVITED
LIBERAL CONTRACTS

FIRE ACCIDENT SICKNESS MARINE AUTOMOBILE
LIABILITY BURGLARY PLATE GLASS GUARANTEE

Union Insurance Society of Canton, Limited

CANADIAN HEAD OFFICE TORONTO

COLIN E. SWORD, Manager for Canada

A British Company Established in 1835 by British Merchants of the Far East.



PROPERTY MANAGEMENT CITY HOMES — RENTALS — FARM LANDS

INSURANCE

FIRE — CASUALTY — ACCIDENT — BURGLARY — AVIATION

FINANCIAL AGENTS

MORTGAGES — AGREEMENTS FOR SALE — LOANS

WEBER BROS. AGENCIES Ltd.

Edmonton Credit Building, - Edmonton, Alberta

The Ocean Accident & Guarantee Corporation, Limited

Canadian Head Office:
Federal Building, Richmond & Sheppard Streets, TORONTO
Accident, Sickness, Liability, Automobile, Plate Glass, Burglary,
Guarantee Bonds, Fire, Boiler, Electrical Machinery.
J. A. MINGAY, Manager for Canada
Applications for Agencies Invited

THE Employers' Liability Assurance Corporation, Limited

Offices: Toronto-Montreal
Automobile, Accident, Sickness, Liability, Guarantee Bonds,
Plate Glass, Burglary, Boiler and Fire.
C. W. I. WOODLAND, General Manager
For Canada and Newfoundland
APPLICATIONS FOR AGENCIES INVITED
Branches: Winnipeg Calgary Vancouver Ottawa



The Casualty Company of Canada

OF TORONTO
Everything but Life Insurance—Agency Correspondence Invited
COL. A. E. GOODERHAM, LL.D., President.
A. W. EASTMURE, Managing Director.

An Agent Chooses a Company

A name that is respected and a reputation for prompt and liberal settlements, are features of an Insurance Company that attract the best class of agents. That explains our possession of a most efficient corps of representatives.

THE Dominion of Canada Insurance Company

Head Office: 26 Adelaide St. West, Toronto, Ont.
Branches: Montreal, St. John, Halifax, Ottawa, Hamilton, London, Winnipeg, Calgary, Vancouver; London, England; Kingston, Jamaica.

"World's Greatest Automobile Mutual"

Cash Assets Over \$15,000,000
Policyholders' Surplus Over \$3,100,000
Prompt, Fair Claim Service Everywhere
Dividend Savings Paid 25%

Lumbermens Mutual Casualty Company
410 Lumsden Building—TORONTO—ELgin 7207



THE BRITISH CROWN ASSURANCE CORPORATION LIMITED

OF GLASGOW, SCOTLAND
FIRE PLATE GLASS
Head Office for Canada, Toronto

V. G. CREBER, Asst. Manager J. H. RIDDEL, Manager A. McBRIDE, Asst. Manager
LYON & HARVEY, 15 Wellington St. E., Toronto, General Agents
Applications for Agencies in unrepresented districts invited.

The Protective Association of Canada

Assets \$848,408.50, surplus to policyholders \$157,457.70
The Only Purely Canadian Company
Issuing Sickness and Accident Insurance to Members of the Masonic Fraternity Exclusively.
Agents in all Principal Cities and Towns in Canada.
E. E. GLEASON, Pres. & Gen. Mgr. Head Office Granby, Que. J. G. FULLER, Secy., Asst. Mgr.

ROBERT LYNCH STAILING, President and Managing Director
F. ELFDOR MEYES, Secretary
IMPERIAL INSURANCE OFFICE
HEAD OFFICE - TORONTO
FIRE AND CASUALTY

MAPLE LEAF INDUSTRIAL ALCOHOL

HIGHEST QUALITY—BEST SERVICE
Ethyl Alcohol—Cologne Spirits, Denatured Alcohol (ALL FORMULAE)



We maintain a Technical Service Division which stands ready at all times to co-operate to the best of its ability with the trade.

Canadian Industrial Alcohol Co., Limited
MONTREAL WINNIPEG CORBVILLE VANCOUVER
TORONTO

operating with the Quebec Manufacturers Service Agency Limited, in connection with their safety work for the reduction of claims costs, if the claims incurred under this policy are less than 60% of the developed premium under this policy, the Company will, at the end of the period of insurance, credit the assured with (???) of the difference between the said incurred claims and 60% of the said developed premium. The expression 'Claims' shall include adjustment and legal costs."

The credit allowed for one bus is 15%; 2 buses, 20%; 3 buses, 30%; 4 buses, 40%; 5 and over, 50%.

As the insurance company issuing these policies is in a sound financial position and safe to insure with, any claims arising can be readily collected. The company has a deposit with the Government at Ottawa of \$224,133 for the protection of policyholders.

Editor, Concerning Insurance:
I am anxious to ascertain whether the following insurance companies are reliable, responsible, and in sound financial condition:—

Wawanesa Mutual Insurance Company, of Wawanesa, Manitoba.
Merchants and Employers Guarantee and Accident Company of Toronto, Ontario.

Any information you can furnish me in this regard will be appreciated.
—R. B. M., Bracebridge, Ont.

Wawanesa Mutual Insurance Company was incorporated in 1896 and formerly operated under Manitoba charter and license. It now operates under Dominion charter and license, and has a deposit with the Government at Ottawa of \$333,594 for the protection of policyholders. At the end of 1930, its total assets, according to Government figures, were \$1,430,854.32, while its total liabilities amounted to \$470,403.53, showing a surplus over all liabilities of \$960,450.79. The company is in a strong financial position, and safe to insure with for the class of insurance transacted.

As from June 15, the name of the Merchants and Employers Guarantee and Accident Company has been changed, and is now Consolidated Fire and Casualty Insurance Company. At the end of 1930 its total assets, according to Government figures, were \$467,838.03, while its total liabilities except capital amounted to \$259,985.82, showing a surplus as regards policyholders of \$207,852.21. The paid up capital was \$193,680, so there was a net surplus over

capital, reserves and all liabilities of \$14,173.21. Policyholders are accordingly amply protected, and the company is safe to insure with.

Editor, Concerning Insurance:
I have been asked by one of my clients to advise them as to whether or not the Union Mutual Casualty Company, Des Moines, Iowa, have a deposit with the Dominion of Canada Government for the protection of their Canadian policyholders. Will you be good enough to advise as to this?

—R. M. D., Sydney, N.S.

As the Union Mutual Casualty Company of Des Moines is not licensed in Canada and has no deposit with the Government here for the protection of Canadian policyholders, I advise leaving it alone.

If a person wants insurance that he can collect in case of a claim—and no other kind is any good, however cheap it may seem—it is advisable to buy it from a company that is regularly licensed by the Government to do business in this country. In that case, if he has a claim to collect, payment can be enforced through the local courts if necessary. As licensed companies are required to maintain assets in Canada in excess of their liabilities here, funds are available with which to pay Canadian claims.

It is a different story if you have a claim against an unlicensed concern. You have to go across the line to try to collect, which puts you virtually at its mercy, so far as getting your money is concerned. As there is no dearth of strong licensed companies, it is foolish to take chances with unlicensed ones, however alluring their advertising matter may be.

Editor, Concerning Insurance:
May I ask if The Globe Indemnity Company of Canada is a safe company to insure with?

—T. A. C., Mildmay, Ont.

The Globe Indemnity Company of Canada has been in business since 1895, is regularly licensed, and has a deposit with the Government at Ottawa of \$251,833 for the protection of policyholders.

It is in a strong financial position and safe to insure with. At the end of 1930 its total assets were \$1,422,832.34, while its total liabilities except capital amounted to \$743,392.03, showing a surplus as regards policyholders of \$679,440.31. The paid up capital was \$200,000, so there was a net surplus over capital, reserves and all liabilities of \$479,440.31.

POOL SALES TACTICS

(Continued from Page 19)
policy of the pool in July and August of 1929, when prices had touched \$1.73.5. But when prices had slipped 24 cents in the three months January to March inclusive; when the volume in store was greater than ever before although following a harvest of only half a crop; with exports for the three months only reaching less than 24 million bushels, the banks realized that a crisis had arrived demanding action. As the event proved they demanded either a change in export policy or a show down. The result was the giving of the provincial guarantee in consideration of which the pool was permitted to carry on as before.

On August 6th the pool owed the banks 68 million dollars and the price had slipped further downward to an average of 92½ cents for the month. Notwithstanding the provincial guarantee the banks were evidently not altogether satisfied, either with the situation or else with the way the pool was handling it. Amending or supplementary agreements were signed on August 26th, on September 4th, on November 6th and on November 15th. The agreement of September 4th transferred to the banks the security on pool property taken by the

banks when the bank guarantee had been given in March.

In the agreement of November 5th the three premiers acting for the pool undertook that the pool would "install as soon as possible a general manager acceptable to the banks." At once upon this agreement being signed John I. McFarland displaced the pool appointee as manager. With the appointment of Mr. McFarland pool control ceased and the banks took control of the marketing of pool wheat.

The guarantee was given in March 1930 to be effective until the 1929 crop was marketed which might be expected to be the current crop year July 31st, 1931, a period of sixteen months. Amendments of the guarantee agreement began to be made in August, only four months after it had been given. In September the banks took over all the security—chiefly elevators—that the provinces had taken from the pool because of the guarantee.

In mid-November, eight months after the date of the guarantee, the banks took full control of the wheat sales policy of the pool. Obviously the reason for this drastic action was that on August 6th the pool had owed them 68 million dollars. With prices falling as they were, and had been for some time, the rate at which the pool was reducing its indebtedness by disposing of its wheat was not satisfactory to the banks.

WHEN the year following the giving of the provincial guarantee had rolled around the hopes of better wheat prices had gone glimmering. The provincial legislatures which met in March 1931 not only validated all the amending or supplementary agreements that had been made in respect of the guarantee but passed further legislation to provide for payment to the banks for the losses for which the provinces had made themselves responsible by the guarantee acts. This legislation provides that when the liability of each province under the guarantee is ascertained bonds of the province of a face value equal to the liability may be issued for

(Continued on Page 24)

The Best Agents in Canada Represent THE MOUNT ROYAL ASSURANCE COMPANY

ESTABLISHED 1902
Head Offices: 465 St. John Street, Montreal

TORONTO REPRESENTATIVES
SMITH & WALSH LTD., 27 Wellington St. East
C. C. LINDSEY, 610 Temple Bldg.
GENERAL AGENTS FOR MANITOBA
McFADYEN COMPANY LTD., WINNIPEG

Extract from an Agent's letter: "I do appreciate the way you people settle claims. It is an asset to an agent to represent a Company which is right on the job."

H. C. BOURNE, Vice-President and General Manager.
J. A. MACDONALD and J. J. S. DAGENAIS, Assistant Managers.
FLOYD E. HALL, Inspector.

Applications for Agencies are Cordially Invited

The General Accident Assurance Company of Canada

HEAD OFFICE—TORONTO

No company is equipped to give greater service to an agent - - - almost every known risk covered, except life. A few additional agents are desired.

THOS. H. HALL,
Managing Director

W. A. BARRINGTON,
Manager

J. C. CONNELL, President A. J. MEIKLEJOHN, General Manager MUTUAL RELIEF LIFE INSURANCE COMPANY

ESTABLISHED 1874
Head Office: KINGSTON, CANADA
A Purely Mutual Company operating throughout Canada

LOW PARTICIPATING RATES—HIGH GUARANTEES

Business in Force over \$21,000,000 Applications for Agencies Invited Assets over \$5,000,000

NORTHWESTERN MUTUAL FIRE ASSOCIATION

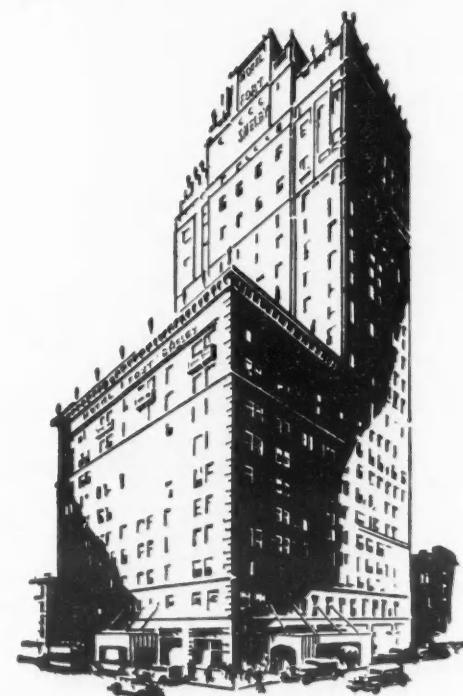
SEATTLE, WASHINGTON

HEAD OFFICE FOR CANADA: HAMILTON, ONTARIO

Writing Fire and Automobile Insurance at Cost
Assets \$5,010,673.96

ALL POLICIES NON-ASSESSABLE
PAYING DIVIDENDS RANGING FROM 25% TO 40%

Branch Offices:
Toronto, Ottawa, Vancouver, Victoria, Edmonton, Calgary, Saskatoon, Winnipeg, Montreal, Quebec City, St. John, Halifax, and Charlottetown.



A TRULY GREAT HOTEL...

When you visit Detroit next time stop at Hotel Fort Shelby. You'll enjoy its thoughtful, efficient, unpretentious service... its savory foods and cozy, cheerful, charming rooms. Every unit in the Hotel Fort Shelby is paneled... servitor equipped... attractively appointed and popularly priced; all rooms have private bath. Hotel Fort Shelby's location in the heart of Detroit's shopping, theatre, financial, insurance and wholesale districts is a happy one... no other large hotel in the metropolitan area is so near the principal railway terminals, airports and steamship piers. 900 rooms... many as low as \$3.00 per day... suites \$10.00 and upwards.

Motorists are relieved of their automobiles at the door without service charge. Write for free road map, and your copy of "Aglow with Friendliness," our unique and fascinating magazine.

Hotel Fort Shelby
"AGLOW WITH FRIENDLINESS"
E. J. BRADWELL, Manager
DETROIT



SUCCESSFUL CAMPAIGN

J. J. Seitz, President of the United Typewriter Company, Ltd., which during June engaged in a special campaign in which all members of the organization were permitted to take orders for portable typewriters. The results were remarkable, sales being four times those of an average month and more than double the previous high record month, and enough prospects developed to ensure high sales for July and August.



CONSTRUCTION WELL AHEAD

Looking down into the Canyon from the construction bridge at Abitibi Canyon. The river water is pouring out from the tunnel beneath the north coffer dam. The dry portion of the river is shown with the steam shovels and derricks dwarfed by the great depth.

—Ontario Government Photograph.

ONTARIO'S NEWEST NORTH

(Continued from Page 17)

of the other buildings have been hammered out on its mighty anvil. I visited Moose Factory a few weeks ago. A very aged pensioner of the Hudson Bay Company undertook to tell me of the terrible days of the war up there. I did not recall any bombardment or landing of enemy troops on its shores and was rather interested to hear how the war had visited even this remote spot. From his story it would appear that throughout the long years these northern posts have been gathering a great mass of metal waste and much of it was the very best of wrought iron. During the course of the war a British naval supply boat appeared one day with papers giving the right to gather up these mountains of chain, anchors and other items.

With tears in his eyes, the old fellow told me of how they had taken all this stuff away, and then as a climax he added: "They even took my copper distil."

In anticipation of the great development of far northern Ontario that is certain to come with the completion of the railway, there is a tremendous power house going in at the Canyon on the Abitibi River, some eighty miles north of Cochrane. This plant will develop more than a quarter million electrical horsepower. It was started about a year ago and steady work, day and night, throughout the winter has brought the project to a point where a lay visitor can readily grasp its essentials. It is one of the great engineering undertakings in Canadian industrial history.

THE Canyon of the Abitibi is seven miles long and the walls rise sheer for an average height of over three hundred feet. Two mighty tunnels have been constructed, horseshoe fashion, through the rocks in order that the river might be diverted during the construction of the foundations for the dam. Coffers dams between the

inlet and outlet of these tunnels have left the river dry and for the first time in history man has seen the actual bed of this raging torrent. A mighty bridge of steel has been thrown across the Canyon above the dry portion and two huge derricks lower and lift materials into and out of the yawning gap below. The dam will rise to a height of two hundred and seventy feet and the water of the river will be backed for thirty-two miles. From the top of this dam five great penstocks will bring the water down to five turbine generator units which will develop close to sixty thousand electrical horsepower each.

For the time being the great bulk of this power will be transmitted across hundreds of miles of bush and linked in with the northern circuits of the Ontario Hydro Electric Power Commission at Sudbury. If the unexplored north shows great mineral developments, the power will be ready for

a northern diversion. All the prospecting parties now in, and on the way, are of course looking for gold, platinum and other sudden sources of wealth. All are keeping a sharp eye open for diamonds as there are some reasons to suspect that an unknown diamond field lies either in Ontario or Quebec, toward the Arctic.

These islands belong to the Federal Government and rumor has connected them with a supply of iron ore. Some of the iron kings of the eastern states have had prospectors up there from Kirkland Lake and have staked out large areas in their own or company's name. Sweden has long held a monopoly on the choice iron ores of the world but Dame Rumor credits the Belcher ores as going one better. The Dominion Government has sent a party in to report and should the report verify the rumors the developers can have the choice of either electric smelting or lignite coal from the new fields at Onakawana. The next thing in order will be a new map of northern Ontario, so that the layman can keep up with the developments now going on.

A Model Trust

(An Editorial in Barron's)

IN 1888 "Robert Fleming, of Dundee" (as he then was known) with three others founded the "Investment Trust Corporation", and in 1905 became its chairman. Its capital then was £2,600,000. He has just retired from the chairmanship. At the annual meeting of the corporation held on June 3 his successor presented figures showing the result of Mr. Fleming's management over a quarter of a century. In view of our own experience with this form of investment it may be of interest to note these figures.

This corporation has three classes of capital, debenture, preferred shares, and deferred shares. The first two classes of securities receive fixed returns; the so-called deferred shares are, in effect, common stock. Dividends of 8½ per cent. were being paid on the deferred stock when Mr. Fleming took the helm. By 1913 it was paying 12½ per cent., and this rate was maintained throughout the war. Between 1920 and 1925 it was raised to 20 per cent., at which it now stands.

Meanwhile capital has been increased from a total of £2,600,000 to a total of £7,000,000, and a reserve has been built up which now stands at £1,700,000. The corporation's investments amount to £9,034,305 "book-cost", and showed on May 1 market value exceeding this by £280,000, despite an average depreciation during the fiscal year of 12½ per cent. Thus there is, including the reserve account, a margin of almost £2,000,000 over the book-cost of the corporation's investments.

During Mr. Fleming's administration the corporation has been navigated through the Great War, the great "deflation", the boom years next following, and the subsequent collapse without any change in the deferred dividend rate other than increases, and it finishes the voyage with a dividend rate 2½ times—almost—the rate at which it started and a comfortable surplus reserve to boot.

How would it be if our investment trust managers were to send a committee to London to make an exhaustive study of the operations of this corporation over the period to see whether something could be discovered of the secret by which Mr. Fleming contrived to make money for his corporation in all kinds of financial weather? It looks as if something really useful might be learned from such a study.



Beyond the hill is a valley

OUR progress in life is like a journey through a mountainous country—a series of hills and valleys. Today we may stand on the hilltop of success, but just ahead lies a valley of uncertainty. Life insurance is a safeguard during business depressions as well as in boom periods—both of which are equally hazardous. Carry life insurance in order that ample funds may be provided to guarantee an independent old age plus protection for your dependents.

Established 1887

THE
MANUFACTURERS LIFE
INSURANCE COMPANY

HEAD OFFICE

TORONTO, CANADA

Loblaw Groceries Co. Limited

BALANCE SHEET
(May 31st, 1931)

| ASSETS | |
|--|----------------|
| CURRENT ASSETS: | |
| Cash on hand and in banks | \$ 397,918.21 |
| Cash on Special Deposit | 630,683.49 |
| Municipal and Government Guaranteed Bonds, at cost | 293,447.91 |
| Accrued Interest on Bonds and Special Deposits | 11,510.16 |
| Sundry Accounts Receivable | 47,814.56 |
| Merchandise Inventory | 1,776,564.04 |
| Advances on Merchandise Purchased | 10,462.72 |
| | \$3,168,421.09 |
| OTHER INVESTMENTS: | |
| 2,841 shares Preferred Stock, Loblaw Groceries, Inc. | \$ 260,000.00 |
| 28,600 shares Common Stock, Loblaw Groceries, Inc. | 1.00 |
| Life Insurance | 38,837.97 |
| | 298,838.97 |
| DEFERRED CHARGES TO OPERATIONS | |
| CAPITAL ASSETS: | |
| Buildings | \$1,649,699.35 |
| Store Improvements | 402,941.96 |
| Furniture and Fixtures | 968,905.70 |
| Autos and Trucks | 221,619.32 |
| | \$3,243,166.33 |
| LESS Depreciation Reserve | 934,561.89 |
| | \$2,308,604.44 |
| Real Estate | 303,984.84 |
| | \$2,612,589.28 |
| | \$6,160,330.20 |
| LIABILITIES | |
| CURRENT LIABILITIES: | |
| Accounts Payable | \$ 689,501.04 |
| Provision for Federal Income Taxes | 145,925.73 |
| Dividend, Payable June 1st, 1931 | 170,168.20 |
| | \$1,005,594.97 |
| CAPITAL AND SURPLUS: | |
| Class "A" Stock issued— | |
| 467,541 shares, no par value | |
| Class "B" Stock issued— | |
| 383,300 shares, no par value | |
| | \$2,929,660.00 |
| Surplus | 2,225,075.23 |
| | \$5,154,735.23 |
| | \$6,160,330.20 |

LOBLAU GROCERIES CO. LIMITED SURPLUS ACCOUNT (Year Ending May 31st, 1931)

| | |
|--|----------------|
| Surplus, June 1st, 1930 | \$2,205,599.04 |
| Net Profit for year, brought forward | 1,206,634.70 |
| | \$3,412,233.74 |
| Provision for Additional Federal Income Taxes, 1930 period | \$ 23,925.73 |
| Provision for Federal Income Taxes, 1931 period | 122,000.00 |
| | \$145,925.73 |
| Sundry Income Tax Adjustments | 559.98 |
| Dividends, Class "A" Shares | 374,032.80 |
| Dividends, Class "B" Shares | 306,640.00 |
| | 680,672.80 |
| Goodwill Account, written off | 360,000.00 |
| | 1,187,155.51 |
| Surplus, May 31st, 1931 | \$2,225,075.23 |

AUDITORS' CERTIFICATE
We certify that all our requirements, as auditors, have been complied with and that, in our opinion, the above Balance Sheet is properly drawn up so as to exhibit a true and correct view of the state of the Company's affairs, according to the best of our information and the explanations given us, and as shown by the books of the Company, as of the date thereof.

Thorne, Mulholland, Howson and McPherson,
Chartered Accountants.

June 26th, 1931.



IN CANADIAN HANDS RESTS CANADA'S FUTURE

ON the progress of our industries and enterprises rests the future of Canada and the prosperity of us all. The 20th Century is Canada's opportunity. Her future is bright and beckoning. But only by keeping money and prosperity at home, by creating employment for her people, can Canada enter fully into her birth-right of greatness. Work for Canada's destiny. Support her industries, manufactures and enterprises.

This organization is exclusively Canadian. Its interests and investments are centred in Canada. With six branches in key cities across the Dominion, and with 2000 local agencies established from Coast to Coast, it furnishes Canadians with an efficient service that fills every fire and casualty insurance requirement.

YOU should be representing this all-Canadian organization—for increased premium business—for the highest protection of your clients' interests. Write us today.

**TORONTO
GENERAL
INSURANCE
COMPANY**

**CANADIAN
GENERAL
INSURANCE
COMPANY**

MONTREAL, TORONTO, WINNIPEG, REGINA, EDMONTON and VANCOUVER



CAPITAL OF THE NEWEST NORTH

The main street of Moose Factory. This, the oldest settlement in Ontario and untouched by civilization for more than two and a half centuries, will be changed overnight to the key that is to unlock the great treasures of the James and Hudson Bays to the rest of the world.

—Ontario Government Photograph.

BRITAIN'S HALF YEAR

Statesmen Now Realize That Prosperity is Dependent on Conditions Abroad—Real International Support

By LEONARD J. REID

Assistant Editor of the Economist, London

PRESIDENT HOOVER'S debt moratorium proposals gave, at the very close of the half year a new hope to the world; and, in spite of difficulties which have since arisen, the year 1931 may yet see that abatement, so long desired but so long deferred, of the economic blizzard. The second half of 1931 may prove much brighter than the first half. At the beginning of the second half of the year a survey of the earlier period comes not amiss.

The present year began with the economic depression weighing heavily on every country in the world, and all the indices registered its intensity. High unemployment and declining production, industrial profits falling and taxation increasing. Warehouses, especially of raw materials, full but the prospect of selling the commodities profitably becoming rarer as wholesale prices continued falling.

Shipping was more idle than for many years past and railways throughout the world were reporting dwindling traffic receipts. Financial business was stagnating and new capital for enterprise was both unemployed and unemployable. Such was the outlook at the beginning of this year and the chief hope lay in the belief that things could not get much worse and that therefore a recovery must come soon.

As the year advanced conflicting tendencies were apparent. In some directions there were faint signs of improvement such as the healthier position of the Bank of England's gold stock and a lower Bank rate, and less rapidly falling prices. But for most countries it was possible only to believe that matters were not getting worse. This appeared to be the case in Great Britain, in France, Italy and Russia and the small ex-neutral countries.

In central Europe, however, matters were going from bad to worse although the relatively more prosperous neighbours appeared to be appallingly ignorant of what was happening; but before the half year had elapsed they were, not for the first time, to be reminded that Europe is one and the parts cannot stand alone.

Looking back over the half year, it can perhaps correctly be said that for Western Europe and the Baltic the trade depression ceased to become more oppressive, but for central Europe it continued to worsen. In other parts of the world the slump had slowed down but it continued to claim among its casualties a number of people whom it had already debilitated. This was particularly true of North and South America, Australia and the tropical colonies.

IN GREAT Britain the slump seems to have halted, although it would be rash to say that the recovery has begun. That popular index of prosperity, the unemployment figure stood at just over 2½ millions at the end of June. It has fluctuated at about this level throughout the present year and no longer shows signs of any alarming increase. The British overseas trade figures, although in money value well below those of a year ago do not show any further serious declines, and allowing for the fall in prices suggest that the volume of trade is no longer shrinking. The four principal railways, although earning less than a year ago, no longer declare continually reduced income, and road motor transport is expanding.

Wholesale commodity prices fell during the year, being 91.3 for January and 87.5 for May according to *The Economist* index based on 1913 prices. Bank rate which at the beginning of the year was 3½ now stands at 2½. The exchange value of the pound sterling has been well maintained throughout the year and British Government bonds have been consistently firm. Prices of industrial and commercial securities on the Stock Exchange declined slowly until the middle of May. A slight recovery set in afterwards and, as is well-known, prices were definitely lifted by the Hoover proposals.

The new capital market was very quiet during the first half of 1931, but a few large issues brought up the total of new money raised in London. The British Government raised £10¼ millions against three times that amount during the first half of 1930. For British enterprise about £39½ millions was raised, or about half as much as in the corresponding period a year ago. Foreign Governments obtained barely £2 million from the London money market as against some £18½ millions during the first half of 1930, but the modest sum of about £7 millions for foreign enterprise was practically unchanged. The grand total of new money raised in London during the past six months was about £89 millions or about half the figure of a year ago. About three-quarters of the money raised was on fixed interest bearing securities.

GREAT BRITAIN can feel some confidence about her ability to weather the storm, but she is fully alive to the fact that her prosperity is dependent on prosperity abroad. The statesmen of Great Britain are therefore devoting themselves to the pacification

of the world and the return of international prosperity. In this they have a wide support from the industrial and commercial community. The Bank of England, by supporting the Austrian National Bank has led the way in European salvage work, and the joint support for the Reichsbank, organized by the Bank of England, the B.I.S. and the Federal Reserve Board is a welcome instance of harmonious international effort. In other fields Government and industry are co-operating to develop world trade, the main hindrance coming from believers in tariffs who favour a different policy.

The first half of 1931 closed under the bright light shed by the Hoover proposals. Though the American President's plan has met serious obstacles, it is conceivable that the movement towards international co-operation it initiated should be allowed to come to a halt.



PRESIDENT HOOVER'S FINANCIAL AMBASSADOR

Andrew W. Mellon, Secretary of the Treasury of the United States, who has been conferring with European powers in order to arrange the actual working out of the Hoover moratorium. Mr. Mellon has visited Premier Ramsay MacDonald of Great Britain and French Government officials, and his chief mission is known to have been the overcoming of the objections of the latter country. Dr. Mellon is shown leaving his London hotel recently on his way to Downing Street.

—Wide World Photo.

British American Bank Note Company, Limited

(Incorporated 1866)

Head Office: Ottawa, Ontario

Engravers of Bank Notes, Bonds, Stock Certificates, Postage and Revenue Stamps and all Monetary Documents.

Municipal Debentures a Specialty

Branches: Toronto Montreal Ottawa

Penmans Limited

Dividend Notice

NOTICE is hereby given that the following Dividends have been declared for the quarter ending the 31st day of July, 1931.

On the Preferred Stock, one and one-half per cent. (1½%), payable on the 1st day of August to Shareholders of record of the 21st day of July, 1931.

On the Common Stock, One Dollar (\$1.00) per share, payable on the 15th day of August to Shareholders of record of the 5th day of August, 1931.

By Order of the Board.

Montreal, C. B. ROBINSON, Secretary-Treasurer.

Consolidated Industries, Ltd.

Dividend Notice

Notice is hereby given that a dividend of Twenty Cents (20c) per share has been declared on the outstanding shares of the Capital stock of Consolidated Industries, Ltd., payable on the 15th day of August, 1931, to shareholders of record on the 15th day of July, 1931.

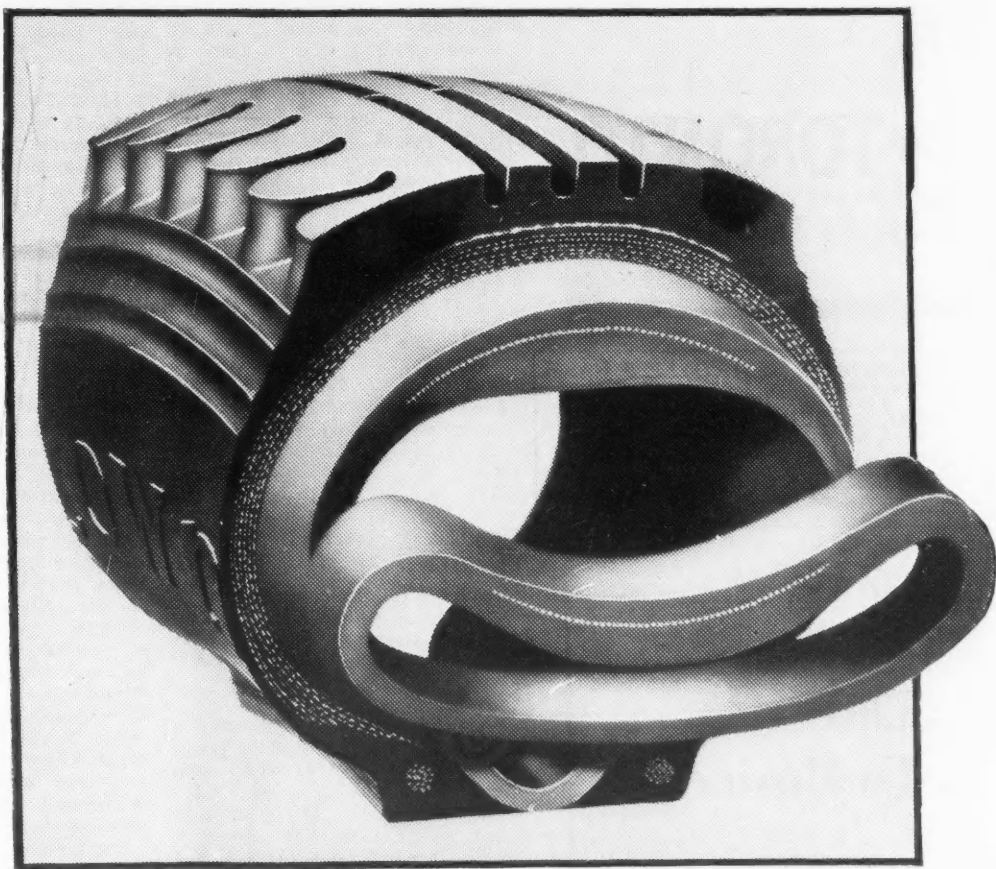
By Order of the Board

J. W. PEART, Sec.-Treasurer.

Dated at Toronto, this 11th day of July, 1931.

BLOWOUTS AND PUNCTURES BANISHED FOREVER!

By amazing new Goodrich Development

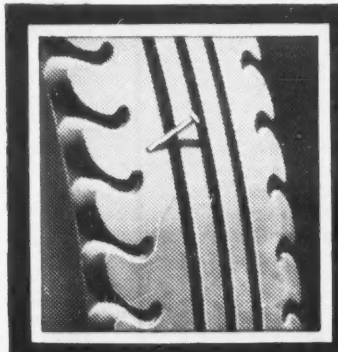


NO more blow-outs! No more punctures! No more roadside flats! 30% longer life from every tire you buy! 80% of all premature tire wear banished!

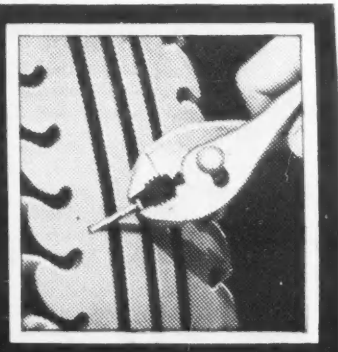
That's what the new Goodrich Air Containers mean to every one who owns a car!

Goodrich Air Containers, tire authorities say, are the greatest rubber improvement since vulcanization. You'll agree with them when you see how they work.

Call in and see Goodrich Air Containers at the nearest Goodrich dealer. You'll be astonished that such an amazing rubber improvement could cost so little



NAILS USED TO MEAN A FLAT! Here is a nail that was driven into a Goodrich Silvertown that has an Air Container instead of an inner tube. But now look at the second picture!



NAIL COMES OUT... TIRES STAY INFLATED! With Goodrich Air Containers in your tires, roadside flats are eliminated! Blow-outs and punctures are banished. No more nightmares of fixing tires.



Goodrich Air Containers

POWER CORPORATION OF CANADA

INCORPORATED

Common Dividend No. 7

A DIVIDEND of Fifty Cents (50c.) per share being at the rate of Two Dollars (\$2.00) per annum, on the No Par Value COMMON STOCK of Power Corporation of Canada, Limited, has been declared for the quarter ending July 31st, 1931, payable August 20th, 1931, to shareholders of record at the close of business on July 31st, 1931.

By order of the Board,
L. C. HASKELL, Secretary.
Montreal, June 26th, 1931.

Brazilian Traction, Light and Power Company, Limited

(Incorporated under the Laws of the Dominion of Canada)

NOTICE IS HEREBY GIVEN that the Board of Directors of this Company has declared a quarterly cash dividend of 25 cents per share on the Company's issued Ordinary Shares of no par value, payable on 1st September, 1931, to shareholders of record on the registers at the close of business on the 31st July, 1931.

DATED at Toronto, Canada, the 8th day of July, 1931.

A. W. ADAMS, Secretary.

NOTE: The Transfer Agents of the Company are National Trust Company, Limited, Toronto and Montreal, Canada.

The Company's London Agents are Canadian and General Finance Company, Limited, 3 London Wall Buildings, London E. C.2, England.

Disher Steel Construction Company, Limited

Dividend Notice

Notice is hereby given that the 8-month regular quarterly dividend of 2½% per share has been declared on the Class "A" Cumulative Redeemable Preference Shares of Disher Steel Construction Company, Limited, payable on the 1st day of August, 1931, to shareholders of record on the Fifteenth day of July, 1931.

By Order of the Board,
DONALD H. ROWAN, Secretary.
Toronto, July 13th, 1931.

Service Stations Limited

DIVIDEND NOTICE

Notice is hereby given that a quarterly dividend of 1½% (\$1.50) per share has been declared on the outstanding 6% Preference Cumulative Redeemable, and 6% Preference Cumulative Series "A" shares of the company, payable on the 1st of August, 1931, to shareholders of record on the register at the close of business on the 15th day of July, 1931.

By Order of the Board,
F. J. MAYO, Secretary.
Toronto, July 13th, 1931.



NICKEL LOSES EXECUTIVE

The late John L. Agnew, Vice-President and General Manager of the International Nickel Company, whose recent death removed one of the ablest industrial executives on this continent. He had complete charge of all the company's operations both at home and abroad and his knowledge of the mining industry was unequalled. He was also a director of Mond Nickel, the Bank of Toronto and a number of other important Canadian institutions.

—Photo by "Who's Who in Canada".

World-wide

With more than 650 Branches in Canada and Newfoundland, with offices in the financial centres of Great Britain, the United States, France and Mexico, and with bank correspondents everywhere, the Bank of Montreal is world-wide in its scope and operations.

BANK OF MONTREAL

Established 1817
TOTAL ASSETS IN EXCESS OF \$750,000,000



75 years of sound development

At the outset of its career in 1855, this Bank's policy of "sound and conservative banking methods" was inaugurated.

At the first annual meeting on July 15, 1857, the reserve fund was created with £4,800.

During more than three quarters of a century this Bank has consistently followed its sound policy. When bad financial weather darkened Canadian skies, this Bank weathered the storms and developed consistently by its own strength, and without mergers.

Today its Reserves are 50 per cent greater than its paid up capital.

The principles upon which this sound record was built are those by which we safeguard the welfare of our clients.

THE BANK OF TORONTO

INCORPORATED 1855

The Bank for Savings

3110

CAPITAL \$6,000,000

RESERVES \$9,000,000

CLARKSON, GORDON, DILWORTH, GUILFOYLE & NASH
TORONTO OTTAWA AND WINDSOR

CLARKSON, McDONALD, CURRIE & COMPANY
MONTREAL AND QUEBEC

CHARTERED ACCOUNTANTS

E. R. C. CLARKSON & SONS

Authorized Trustees and Receivers
15 Wellington Street West TORONTO



A Stimulant To Business

We have experienced a business depression. To many it appears that relief must come—like manna from Heaven—from outside ourselves.

Others appreciate that general business will improve as fast as application of individual initiative will compel it.

This Company is now enjoying the largest business in its history. There are two reasons: A large and ever-increasing public knows that instalment banking brings within its reach labor-saving commodities which it would otherwise be denied.

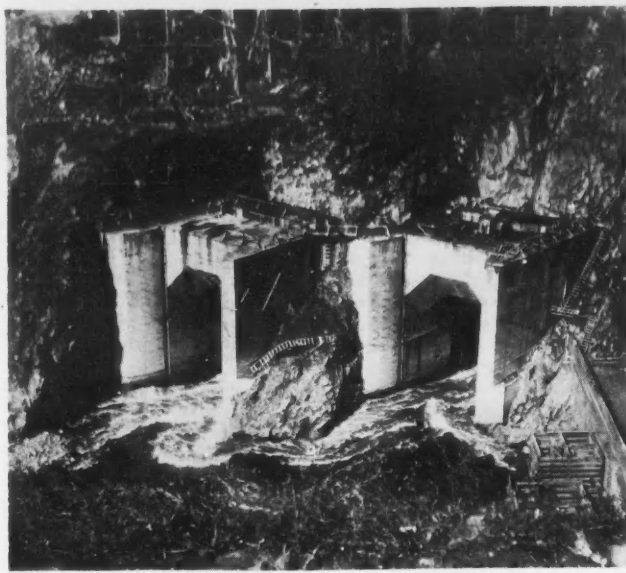
Industrialists and merchandisers realize that instalment selling—properly applied—produces increased sales—increased employment of labor—increased dividends.

In short it is a stimulant to business.

INDUSTRIAL ACCEPTANCE CORPORATION LIMITED

Offices In

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Windsor, Winnipeg, Regina, Calgary, Edmonton, Vancouver



NEW COURSE FOR ENTIRE RIVER

The portals of the two tunnels that divert the Abitibi River for hundreds of yards through the rock so that men may work securely on the dry river bed between two mighty coffer dams. When the job is finished these tunnels will be two hundred and seventy feet below the surface of the backed water that is to develop two hundred and eighty thousand electrical horse power for the development of Ontario's newest north.

—Ontario Government Photograph.

POOL SALES TACTICS

(Continued from Page 21)

such term of years and bearing such rate of interest as may be accepted by the banks in payment of the liability, without further reference to the legislature. The banks of course are not bound to accept bonds as settlement and may demand cash. It would be difficult to find precedent, or warrant under the circumstances for such unusual, not to say extraordinary legislation.

A comparison of prices and export shipments for the past seven months of bank control with those of the corresponding months of pool control brings out clearly the radical difference between the sales policies pursued respectively by the pool and by the banks.

| | Bank Control | Shipments |
|----------------|--------------------|------------|
| | Average cash price | in bushels |
| 1930 | | |
| November | 64% | 31,217,000 |
| December | 55% | 22,230,000 |
| January (1931) | 53% | 9,608,000 |
| February | 59% | 10,296,000 |
| March | 56% | 12,995,000 |
| April | 59% | 4,680,000 |
| May | 60% | 29,521,000 |

Average for 7 months . . . 58½ 120,547,000

The record of the corresponding seven months under pool control is as follows:

| | Average cash price | Shipments in bushels |
|----------------|--------------------|----------------------|
| 1929 | | |
| November | 1.32 | 22,444,000 |
| December | 1.36 | 15,960,000 |
| January (1931) | 1.30½ | 4,994,000 |
| February | 1.17½ | 6,732,000 |
| March | 1.06½ | 11,592,000 |
| April | 1.09½ | 3,428,000 |
| May | 1.08 | 13,466,000 |

Average price for 7 months \$1.20 Total 78,616,000

During the seven months' period of pool control while prices ranged from \$1.36 to \$1.06½ total Canadian wheat exports were 78 million bushels.

DURING the seven months of bank control, while prices ranged from .64% to 53% Canadian wheat exports were 137 million bushels. It is obvious that wheat must have been in better demand when for a period of seven months prices averaged \$1.20 a bushel than it could have been in the seven months last past with prices averaging only .58½ cents a bushel. But the banks were able to sell 63 million bushels or 80 per cent. more at the low than the pool had sold at the high price.

It would be absurd to suggest that the larger sales of the last seven months were possible because of the lower prices. They were possible because the banks felt compelled by circumstances to reverse the pool's policy and allow Canadian wheat to flow to the world's markets at world prices. The smaller volume of sales in the corresponding period of pool control was because the pool had consistently followed its policy of holding against a buying market. If the pool had realized the necessity of selling, a cut of say 2 cents a bushel below the daily market would have doubled the volume of sales in the period during which prices were admittedly good.

Had the volume of sales by the pool in the period November 1929 to May 1930, inclusive, been equal to that of the most recent seven months period even at a price of two cents a bushel less than the

market, the farmer and the country would have been nearly 50 million dollars better off than they find themselves by having waited to make the larger sales until the market had touched its lowest point or until practically the bottom had dropped out. If it is suggested that to have pushed sales would have caused a more rapid or greater drop, the answer is that only a catastrophe could have made prices drop faster or further than they did under pool sales policy, from an average of \$1.32 in November 1929 to .64% in November 1930.

THE trouble has come on the pool, the banks, the provinces and the country because the pool, accepting the gospel according to Sapiro, did not sell when the world was willing to buy and pay a fair price. If it is suggested that for the pool to have sold more freely would of necessity have pushed down the price, the answer is that in the two months of bank control when prices were highest export sales were largest. In November of 1930 the average price was .64% with shipments of 31 million bushels and in May of 1931 when the price was .60% and shipments were 29 million, as compared with January's price of .53% and shipments of 9 million bushels. The figures must be taken to mean that when the market was up sales were pushed. The direct opposite of the pool policy of holding off sales on the rising market and distress selling in the slumps.

Had no guarantee been given in March 1930 and had the banks then taken the wheat, assuming that the pool owned only half the Canadian wheat in store, unless the banks followed the marketing policy of the pool, which under the circumstances is altogether unlikely, on the sales records the pool and the country would have been gainers by at least 25 million dollars; the pool would still own its elevator system, the banks would have had their money months ago and the provinces would not owe the banks a cent on account of wheat or wheat guarantee.



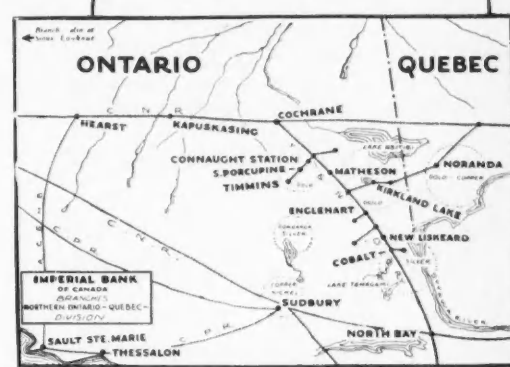
We believe that a discussion of bond market conditions as related to the course of general business over a long period of years will be of particular interest to investors at the present time. We have prepared an article on this subject, copies of which will be mailed upon request.

The National City Company Limited

Head Office—360 St. James Street—Montreal

820 Bay Street TORONTO 85 Sparks Street OTTAWA 65 St. Anne Street QUEBEC

A Useful Contact With the Mines



Banking relations with the mining area are greatly facilitated by the complete chain of branches established by this bank, at important centres in the mining country.

IMPERIAL BANK OF CANADA

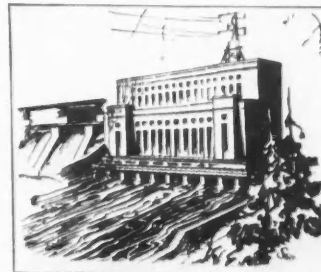
HEAD OFFICE TORONTO

Capital and Reserve \$15,000,000

Frank A. Rolph, President Sir James Woods, Vice-President
A. E. Phipps, General Manager

240 BRANCHES THROUGHOUT CANADA

A 14% Increase in Power Output



FOR the first five months of this year, power output on Canada Northern Power Corporation's system increased 14% over the corresponding period of last year.

The output during May last of 34,957,590 k.w.h. constituted a record.

Canada's principal gold mines, located in the territory served by the Company, are engaged on extension programs which must increase demands for power in this area.

We recommend, for conservative investment

CANADA NORTHERN POWER CORPORATION LIMITED

5% Sinking Fund Gold Bonds, due 1953

PRICE: 93 and accrued interest to yield 5.55%

(Plus transfer tax)

NESBITT, THOMSON and Company Limited

Royal Bank Building, TORONTO

Hamilton Montreal Quebec Ottawa London, Ont.
Winnipeg Saskatoon Calgary Victoria Vancouver